Soft skills

Leading Innovation: From Idea to Rollout

One day to take a promising idea through to rollout, without letting it stall in meetings or committing to it too fast. Project selection, hypotheses to test, prototype and pilot, the decision to commit resources, scaling up and supporting teams: each step is applied to an innovation project in your company, whether a product, a process or a service.

Duration : 1 day

Objectives

1. Distinguish product, process, organisational and service innovation, and the risks specific to each
2. Select the ideas to develop with explicit criteria and a balanced portfolio
3. Identify a project's critical hypotheses and test them with a prototype or pilot
4. Organise the decision points: continue, redirect, stop
5. Prepare the rollout: resources, procedures, training, buy-in from the teams

Programme

Day 1 — morning

• Why good ideas do not come to fruition: no owner, no resources, no decision

• Types of innovation and levels of risk: improvement, extension, breakthrough

• Selection and portfolio: criteria of value, feasibility and alignment with strategy

• Critical hypotheses: what must be true for the project to succeed

Day 1 — afternoon (workshop)

• Prototype and pilot on a line, a site or a customer segment, with success indicators set in advance

• Milestones and steering committee: who decides, on what evidence

• Rollout: procedures, training, maintenance, regulatory compliance, change management

• Workshop: roadmap for an innovation project in your company, from the retained idea to rollout

• Knowledge test and presentation of the roadmaps

Teaching methods

• Innovation cases in agri-food, packaging, logistics and services

• Workshop on a real project brought by the company, with its owner present

• Simulation of a decision committee at a project milestone

• Templates handed out: project sheet, hypotheses register, pilot test plan

• Groups of 6 to 12 participants, ideally from several functions

Assessment and documents

Knowledge test and presentation of the roadmap built in the workshop, with a follow-up evaluation at D+1. Numbered training certificate, verifiable online, for each participant; training report handed to the company.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

This day follows naturally from "Generating New Ideas: Team Creativity". To then plan the retained project, see "Planning a Project or an Activity".

Practical information

Duration	1 day
Audience	Project managers, innovation and product development managers, managers, continuous improvement teams
Prerequisites	No prerequisites
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

Do we need to have an innovation project already?
It is preferable. The afternoon workshop builds the roadmap of a real project. Otherwise we propose a case close to your sector and size.

How does it differ from "Generating New Ideas: Team Creativity"?
Creativity produces the ideas. This day starts once an idea has been retained: how to test it, decide to commit resources and get the organisation to adopt it.

Does the course cover intellectual property?
It flags the moment when the question arises, in particular before showing a prototype outside the company, without going into patent law, which is a specialist matter.

Can we be supported beyond the training?
Yes. ACG runs transformation projects with a charter, schedule, steering committee and benefits tracking, as part of its diagnostic and transformation work.