

01 The Strategy behind Innovation and Creativity

Exploring and understanding methods to engage teams and develop innovative and creative solutions for the insurance industry.

02 Problem Solving and The Art of Design Thinking

Learning how to critically assess challenges and opportunities in a creative way and understanding how to implement the Design Thinking methodology.

03 Evaluating Opportunities, Challenges and Concepts

Using strategic innovation management tools and models to evaluate the desirability, feasibility and viability of projects and concepts.

04 Facilitating Innovative Projects: Creating Successful Outcomes

Learning how to facilitate cross-role/functional and creative teams for successful innovation outcomes, and how to apply those principles of project management to action learning.

05 Design Thinking and The User Experience (UX and UI)

Understanding the importance of a user-centred design process and the benefits of incorporating customer interfaces and experiences within innovation projects.

06 Design Thinking: Prototyping

Combining design and development techniques with prototyping to make ideas tangible. Gathering valuable feedback to drive ideas forward, and create better solutions faster.

07 Design Thinking: Testing your Concept

Applying testing approaches to cultural and technology-focused initiatives to test, iterate and validate your assumptions and concepts with users.

08 Influencing Change in an Innovation Setting

Understanding the importance of change management and stakeholder management within innovation and how to build your credibility.

09 Preparing a Powerful Presentation for Innovators

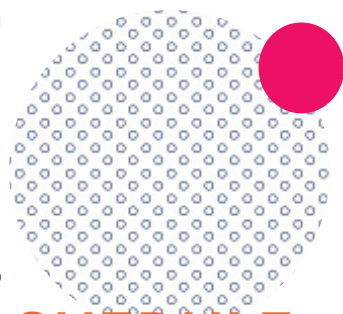
Discovering the elements required to hone the perfect presentation, including how to structure your content for maximum effect and learning expert delivery techniques.

10 End of Cohort Showcase

Bringing together delegates, peers, sponsors and industry leaders in an end of programme showcase. Delegates reveal their products, deliverables and projects, and share the success of their Digital Minds journey.

The programme is run virtually via a series of live scheduled sessions with case studies, group work, group activities, and post-session work.

In addition to the programme, we offer supplementary sessions delivered by EDII Coaching Directors, technology experts, and start-up organisations. There will also be a pre-programme welcome and delegate information session.



EDii
DIGITAL MINDS
PROGRAMME SCHEDULE

The Innovation Skills You Need, to Succeed