



## WORKSHOP CURRICULUM

# FIFTEEN SECONDS ALPS MARCH 18-21, 2020

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## GENERAL OUTLINE

Leadership as usual, including creating a vision, is not enough in a VUCA world (VUCA stands for volatile, uncertain, complex, and ambiguous). Today's leaders must be equipped with the mental, emotional, and interpersonal preparedness to manage and at times leverage uncertainty and risk.

Only 20% of leaders believe they and their teams are prepared for a VUCA world. There's an opportunity to prepare leaders and their teams to embrace transformation and constant innovation. In order to do so, leaders must enable innovation in teams, create space, nurture creativity, rapidity and flexibility. If you're one of these leaders, Fifteen Seconds Alps is made for you.

# INNOVATION

01

## GOALS & OBJECTIVES

This workshop is all about innovation by design and has the goal of teaching the principles of Design Thinking and Design Sprints for C-level executives, directors, and managers. The aim is to give participants an interactive learning experience so that they can practice applying these techniques and gain the knowledge and skills necessary for them to execute this methodology with their companies and teams.

This curriculum is meant for a two day, in-person workshop.

02

## SYNOPSIS

Design Sprints have the ability to shift your organization's attitude towards innovation. They are a framework that enables you to apply Design Thinking and innovation principles in your everyday work processes. Using this framework you will nurture and build a collaborative human-centered design culture across all facets of your business. This results in the building of smarter, more valuable, and important innovations that endure. Once mastered, they will be an integral part of your strategy and the way you do business.

In this jam-packed workshop—led by Academy CEO Adam Perlis and IBM's Kei Shimada—you'll learn and master the tools, techniques, and framework used by teams at Google Ventures, Slack, Uber, and more, to facilitate breakthrough ideas, solve challenges, and validate solutions. You'll gain practical know-how for answering complex business challenges, and you'll explore crucial innovation topics.

# LEADERSHIP

01

## GOALS & OBJECTIVES

The workshop is designed for C-level executives, directors, and managers and has the goal of exploring various aspects of the creative leadership model, including: acting with passion and purpose, applying an explorative mindset, envisioning a better future, and orchestrating creative teams. The aim is that participants access short format topics with emphasis on collaboration and learning by doing.

This curriculum is meant for a two-day, in-person workshop.

02

## SYNOPSIS

The latest buzz word is innovation. You hear it being used everywhere, yet companies are struggling to make innovation work. The reason, before innovation we need individuals and organizations that embrace creativity, and creativity starts with you. This workshop will help you connect with your purpose to drive your happiness and creativity while developing your leadership ability.

Join Ex-Starbucks executive Samantha Yarwood and marketing strategist Jeronimo De Miguel for a workshop crafted to help Creative Leaders find a new form of mind. The program will bring answers to the central questions of the independent, self-authoring, creative leadership mind: "Who am I? What do I care about most? What do I stand for? How can I make my life and my leadership a creative expression of what matters most?" If you feel like "what got me here, won't get me there", this is the workshop for you.

# INNOVATION

03

## KEY TAKEAWAYS

What you can count on learning:

- ✓ How to confidently enable innovation in teams
- ✓ How to define and prioritize business challenges
- ✓ How to identify crucial business and product questions
- ✓ How to decide what concepts to test under extreme time constraints
- ✓ How to integrate Design Sprint methods into your product development calendar—and your normal workday
- ✓ How to produce a huge quantity of solutions to various challenges

Plus, lots more!

Workshop participants can apply these techniques to improve business model concepts, branding, digital product design, service design, physical product design, and more.

# LEADERSHIP

03

## KEY TAKEAWAYS

Get ready to:

- ✓ Experience transformation in your identity as a person
- ✓ Learn and experience what it takes to explore inner purpose and outer inspiration to architect a bold and beautiful vision
- ✓ Acquire knowledge around what it takes to build and apply this towards an innovative endeavor that is able to delight users, is built as a scalable platform, empowers networks and has a dynamic focus for strategizing and navigating uncertainty
- ✓ Acquire fluency in the „Innovation Flow“ of Sensing, Visioning, Prototyping and Scaling

Plus, lots more!

Workshop participants will walk away with a handful of leadership tools, frameworks, and models that can be put to work in your specific context the following day.