DESIGNING and ACCELERATING INNOVATION

CALGARY | OCTOBER 2016
“You can stay the same or change. You can let the future happen or you can be among those who design it. And yet, while there’s a real hunger to innovate and be inspired, building one’s innovation literacy doesn’t tend to happen through traditional modes of executive education”

- Dr. Alex Bruton, Faculty Director
  Spark School for Innovation by Design
ABOUT
THE SPARK SCHOOL
for INNOVATION
BY DESIGN

WHAT IS IT?
The Spark School for Innovation by Design is a place where great people unlock their innovation potential. It offers a different kind of immersive hands-on executive-style learning experience with a relentless focus on developing the key competencies and environments required for designing innovation, deftly solving complex problems, and innovating innovation - in your life and career. From learning the best of the best models in mind to engaging through your own hands at play, to deep learning by creating, you'll find yourself at a new frontier of executive learning.

WHAT TO EXPECT

PHASE 1: here you’ll experience five intensive, experiential days “on the pulse of innovation”. Expect to be challenged and energized as you build your innovation literacy and develop key tools to lead innovation. Together, the cohort-based model, the unique tools and approaches, and the resulting mindsets foster deep and fundamental capacity-building.

PHASE 2: in this comprehensive opportunity design shop you’ll develop your personal practice and seek mastery. You’ll learn and innovate by creating a real-world opportunity that’s impactful, feasible and inspiring.

PHASE 3: called assuring and ensuring impact, this is about building the contexts for success and avoiding back-home pitfalls - in order to scale and sustain impact.

we’re accepting proposals from people wanting to be part of the cohort
... and can then apply for the job grant if eligible
if you’re accepted you’ll hear by now ...

Sep 9
Oct 17-21 Oct 24
iteration 1 ends
iteration 2 ends
iteration 3 ends
Feb 2017 (dates TBD)
closing

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“The launch week was full of epiphanies and powerful light bulb moments. I was able to connect dots to understand how to be a more powerful leader around innovation. I now have better tools to create ideas as well as push those ideas to stronger innovation spaces.”

- Kevin Crowe, VP of Procurement and Learning
  Long View Systems
“A great mix of theory and practice contributed to a launch week filled with insights not only about how to foster a culture of innovation back in my own organization but also with take-away tools needed to be able to execute.”

- Michael Law
  Director of Business Strategy Development
  TELUS
“This was a fantastic experience of learning, inspiration, and connection building. The faculty provided opportunities to flex my “innovation muscles“ along with practical tools and perspectives that stretched the cohort beyond traditional “design thinking” methods, to something with greater potential. TELUS Spark was a fantastic venue, because not only are the facility and exhibits innovative and creative, the people and the culture are inspiring as well, and it was a honour to feel a part of their team. The best part though was the people. The cohort of passionate, idea driven, interesting people with different backgrounds and perspectives, and the supportive and encouraging atmosphere, set everyone at ease to be themselves, no matter where they were on their learning journey. I am energized and excited each time we meet and look forward to continued involvement and engagement with the school. Thanks for the opportunity…

- Sarah Meilleur
  Director, Service Design
  Calgary Public Library
WHY ATTEND?

Ready to drive innovation in your life and career? Dream of bringing a new venture to life or leading a movement or important change project? Crave to be inspired and inspire others to solve complex problems in creative ways? In need of essential approaches to lead? Seeking like-minded people who will support you, and experienced people who will challenge you? Want to create a culture of innovation or foster it in others with whom you work? Open to learning in engaging and unconventional ways?

Then dive in and get your hands dirty at The Spark School for Innovation by Design!

CREATIVE and INNOVATIVE PEOPLE can:

- carve out some time and space from the everyday to do some deep learning and come at things differently
- focus and specialize on the competencies you need to accelerate innovation - in your career and life
- develop a personal practice in design thinking, become a human-centred designer, and learn to carry out the deliberate design of really big value opportunities
- give yourself the career-long gift of being surrounded by people with great ideas through their cohort, the school fellows, and a team of dedicated faculty
- earn and share open badges to demonstrate your new competencies and achievements

+ SCIENTISTS, INVENTORS, ENTREPRENEURS and TINKERERS can:

- bridge key gaps, e.g.: between science/technology and market; hunch and business plan; concept and commercialization
- get beyond typical startup thinking and business planning, and put real-world approaches into practice right away

+ LEADERS and MANAGERS can:

- practice and take away practical techniques to design and lead innovation in their teams
- get beyond the normal strategic and planning ways of thinking and working
- help their employees be entrepreneurial and work beyond their expertise in a single domain

+ EMPLOYERS should expect to:

- develop their innovation talent
- energize and retain employees
- foster new ways of thinking and working
- encourage people to think differently and look at their roles anew
- boost the creativity and innovativeness of individuals and teams for solving complex problems in creative ways
- increase the success of ideation and innovation in their teams
“There is incredible value in the Spark School for Innovation by Design. I would have spent a fortune gathering this type of knowledge from various sources yet here it is offered up to me with better information in a unique and productively deliverable way. Our opportunity venture projects force us into action. This program puts us on the edge of a cliff with our ideas. It’s so easy to step back into safety. The program encourages us to jump with the knowledge that it will help us soar.”

- Stacy Harwood, Lead Designer
OneWest Events Inc.
I saw the schedule, but how much time will I have to commit?

You need to commit to the program every day for the 5-day intensive. Although the time will absolutely fly by, you should expect to put in full days that week. We expect most people will want to put in some time in the evenings too - thinking, taking it in, and preparing for the next day.

During the opportunity design studio experience after that, we’ll meet one evening a month for an insightful design session focused on your work. Other than that, the time is yours to plan.

We’ll be offering places to gather, sessions to engage and motivate, and support for your learning and opportunity design work.

Do I need to have a “project” before I can apply?

Nope. Great if you do. No problem if you don’t.

And it doesn’t matter because by the time you’re done you’ll know very well how to conceive of, design, prototype, test, critique, assess, and significantly improve on ideas that can lead to really big value innovation - the kind of ideas that can’t help change the world around you because they are at the same time highly impactful, eminently feasible, and deeply inspiring to you.

Will I work alone or as part of a team?

Both. A big part of this experience is getting to build deep and useful relationships with the other people in your cohort, with the fellows, and with the faculty team.

And a big part of innovation comes from the power of those relationships - during and after the program. That said, we don’t believe in forcing anyone to work with anyone else, and we know too well the power of thoughtful and meaningful work done on your own. Expect the time and space to work in both of these ways.

Your initiative in the opportunity design studio is the real deal - and you’re in the driver’s seat so whether you work with a team and who will be on it will be completely up to you.

What exactly will I learn?

Unlike an MBA or a professional development program that provides the essentials of business or change-making, you’re going to specialize and develop a practice in the design of opportunities and the acceleration of innovation. **You’ll get the rigorous yet practical strategic frameworks, you’ll get your hands dirty with leading edge tools and approaches, and you’ll have your mindset challenged - all in three key areas:**

- Designing the innovative you
- Designing big value opportunities
- Designing the culture and context

Oh, and when we say innovation, we’re not talking about the Post-it Notes-on-the-wall-for-the-sake-of-it kind of innovation. Expect theoretically sound, practically useful, and deeply engaging approaches informed by the best thinking in the field.

Where does it take place?

Our base will be the amazing place that is TELUS Spark, located at 220 Saint Georges Drive Northeast in Calgary, Canada. You have to see it to believe it and understand how the unique culture and spaces afford such a different kind of learning experience and the engagement of both your minds and your hands. As with any truly innovative work though, you can expect to be out of your seat and indeed out of the building at times in order to develop your innovation literacy.
WHO’S BEHIND IT?

This innovative experience is a joint initiative of great people at the following organizations:

TELUS Spark is a 21st Century learning centre committed to fostering innovative thinking in our community through a culture of curiosity, risk-taking, and problem solving. It nurtures a wonderful place for innovation and boasts an incredible space that is the first purpose-built building of its kind in Canada in over 25 years. It is known as a role model and a force for innovation that drives positive change in Canada.

The Innographer is a practical open education innovation design firm that helps people (learn to) innovate. The focus of its work is on helping people and organizations build their innovation literacy. It develops and delivers internationally award-winning approaches for innovation, strategic ideation, idea modeling, business design, and other key areas related to innovator development.

We’re on the hunt for 20 incredible people to join us as members of:

COHORT 2: DESIGNING and ACCELERATING INNOVATION

It starts in Calgary in October 2016.

How can I get involved?

Or nominate yourself!