

# INNOVATION GENIUS

YOUR CREATIVE PROBLEM-SOLVING SKILLS  
ARE ABOUT TO BECOME A LITTLE UNNATURAL  
WITH A PLAYBOOK THAT ALLOWS YOU TO CHOOSE  
THE INNOVATION STRATEGY THAT WILL PRODUCE THE BEST RESULT

## CHOOSE YOUR OWN ADVENTURE

DON'T BE A ONE-TRICK PONY WITH DESIGN THINKING  
WHEN YOU CAN DEVELOP FLUENCY IN 8 METHODS  
AND CREATE YOUR DESIRED FUTURE STATE

# STRATEGIC INNOVATION

## In Aged Care and Community

## GO BEYOND DESIGN THINKING

TO CREATE FUTURE REVENUE STREAMS,  
NEW SERVICES OR NEW EMPLOYEE EXPERIENCES  
AND CUSTOMER VALUE PROPOSITIONS

## IMPACT

MOVE THE DIAL ON SOMETHING IMPORTANT  
BY CHOOSING A STRATEGIC CHALLENGE  
THAT REQUIRES INNOVATIVE THINKING  
FOR IMMEDIATE IMPACT

**ACCPA**  
**INNOVAGEING**

IN PARTNERSHIP WITH





**A leader's  
playbook for  
strategic  
innovation**

# Strategic Innovation in Aged Care and Community

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## What is Strategic Innovation?

Strategic Innovation is the skill set required by leaders to redesign and adapt their organisation for the future.

## What Will I get Out of this Program?

If you are a leader seeking spectacular change, rather than incremental business improvement, then this program is for you.

**Strategic Innovation** has delivered transformative breakthroughs in spaces like health and aged care, industrial engineering, financial services and even space itself.

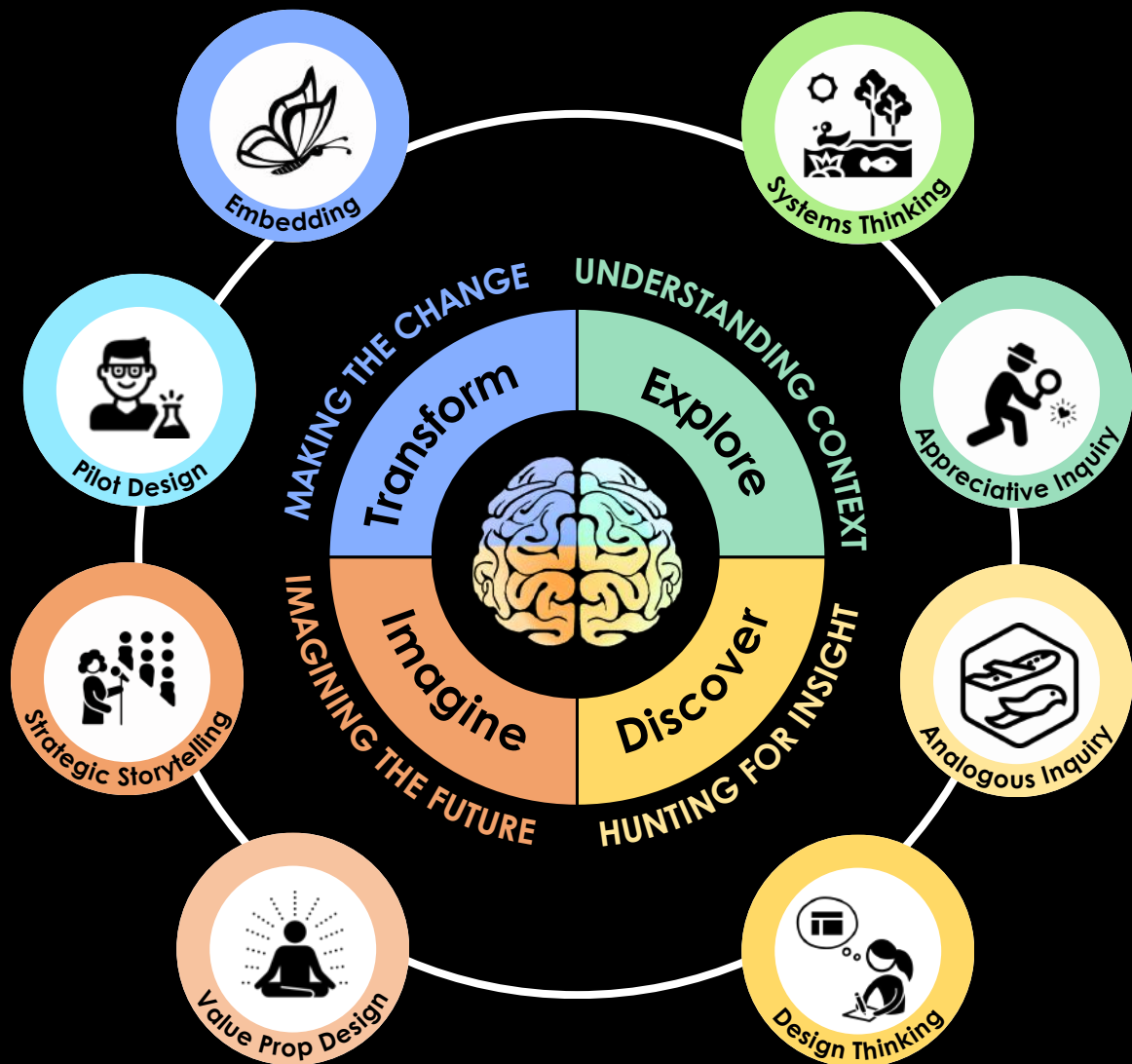
## Unlock Your Creative Genius.

You will become an expert innovator by tapping into generations of accumulated wisdom from the world's greatest creative minds. **Strategic Innovation** distills creative practices from over 161 biographies and contemporary innovative strategies from around the globe to help you to choose the right tool for the right job. Get the playbook used by leaders in governments, Fortune 500 corporations and Not-for-Profits to:

- Become the best government in the world
- Develop future revenue streams
- Recruit and retain staff
- Engage employees
- Change culture
- Become sustainable
- Re-imagine intensive care
- Re-think law enforcement
- Make mental health healthy
- Innovate to adapt to compliance changes



# Strategic Innovation Framework



*It gives you a unique chance to show your talents and contribute to solving a problem that is worth fixing.*

Global Vice President,  
Aeronautical Division

# Strategic Innovation Capabilities

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Validating first principles, and identifying strategic levers for systemic change.



Inducing empathy for greater cognitive flexibility and innovation.



Strengths-led discovery, combined with an exploration of creative alpha brain-states.



Establishing credibility and emotional connection with neuro-scientific narratives.



Mining metaphors for insight, including the 3.8 billion years of nature's genius.



Reducing cost and risk with skilful pilot design and experimentation.



Human-centred design introduces prototyping as a means of 'building to think'.



Embedding behavioural change through collective habit formation.

# Delivery Options

Delivery can be tailored with a combination of online, in person or blended experiences.

<b>Delivery Options</b>	<b>Strategic Innovation Program</b>		
<b>Online</b>	<b>Online, weekly, 2 hour sessions, over 8 consecutive weeks</b>		
<b>Blended</b>	<b>Modules 1, 2 &amp; 3 (In Person)</b>	<b>Modules 4, 5 &amp; 6 (Online)</b>	<b>Modules 7 &amp; 8 (In Person)</b>
<b>Face-to-Face</b>	<b>Modules 1 to 8 Over 2 days: 9:00am - 4.30pm</b>		



*Fast paced, challenging and thought provoking with some ancient, and overlooked, wisdoms emerging as perennial truths and overlaid with fresh thinking and new techniques to create out of the box ideas.*

CEO, Global Financial Services Group

*Leave your assumptions at the door and enter a brave new world of disruption and innovation!*

CHRO, Japanese Listed Corporation

# Lead Facilitator

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**Paul Hawkins** |  
**Chief**  
**Combobulator**

Paul founded Crazy Might Work (the first leadership academy to be launched in Antarctica) in 2015, with a mission to bring important leadership lessons from frontiers like space into the workplace. Crazy Might Work is ACCPA's strategic innovation partner and the leading provider of the 4-Dimensional Leadership program used by NASA. Prior to launching Crazy Might Work, Paul worked in over 20 countries, on everything from mergers and acquisitions to setting up global shared services. Today, he chairs the Board of a Community Services organisation, as well as annual symposia like World Forum Disrupt and the Humans in Space Summit. He is a sought-after keynote speaker on the subjects of innovation and leadership, and a skilled master of ceremonies and moderator. With formal qualifications in education, business and innovation, and accreditations in neuroscience and appreciative inquiry, as well as a pending PhD in breakthrough innovation, Paul is able to explore a wide range of topics with humour, courage and a passion for social impact.

## Get Started

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**[www.accpa.asn.au/innovageing](http://www.accpa.asn.au/innovageing)**

