

# Customer Insight Programmes

## BECOMING INNOVATIVE

### Overview

Every organisation will have its own priorities and sector-specific issues to balance, businesses that fail to innovate run the risk of losing ground to competitors, losing key staff, or simply operating inefficiently. Innovation can be a key differentiator between market leaders and their rivals. Innovation can help you discover what opportunities exist now, or are likely to emerge in the future. Successful businesses not only respond to their current customer or organisational needs, but often anticipate future trends and develop an idea, product or service that allows them to meet this future demand rapidly and effectively. Innovation will help you stay ahead of your competition as markets, technologies or trends shift.

### Topics Covered

- Understand what is innovation
- The process of moving from insight to innovation
- Understanding where to innovate
- Dispelling myths about innovation
- The types of innovation and how to go do it effectively
- Case studies of Customer insight and Innovation
- Group Exercise on Innovation

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### Target Audience

Marketing Managers, Product Managers, Department Heads, Directors

### Outcome

You will leave with a clear understanding of how best to leverage your customer insights and build innovation in your organisation. You will identify the right type of innovation for your organisation that will wow your customers