

BTS Labs

Innovation Leadership

Barcelona - 3 days immersive program





AGONAL BARCELONA

TEI
BCN
2013

SHAPE
THE DIGITAL
FUTURE

Shape the Digital Future



BTS Lab in
**Innovation
Leadership**

Create business value based
on creative technology

About the program

BTS Lab in Innovation Leadership

3 Full Immersion Days

The Innovation Leadership Lab is a 3 days immersive program that will give you a critical view on innovation, equipping you with the knowledge, abilities and skills to identify new opportunities and transform them into desirable, feasible and viable solutions in an corporate environment.

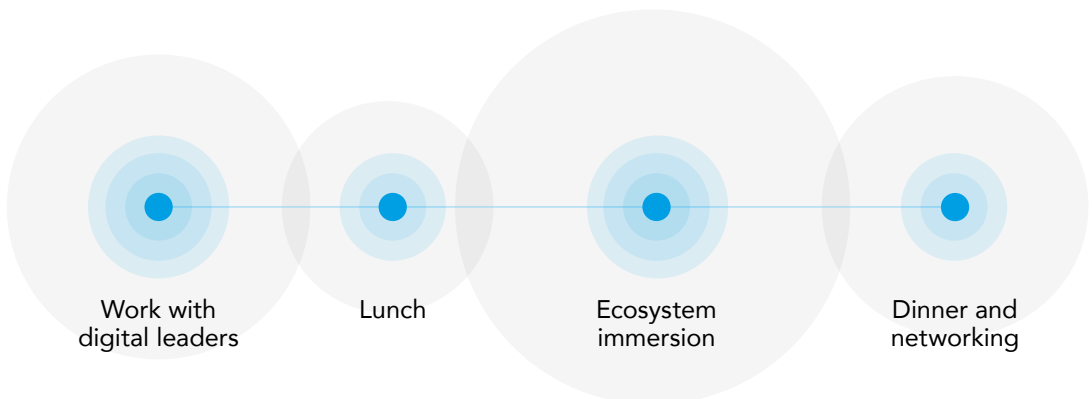
This program provides a broader understanding of the management of innovation at the operational and strategic levels.

The main objective is to understand innovation as the main driver for companies competing in a fast-changing business environment.

During this BTS Lab you will work on the process of innovation for value creation, developing your skills to empathize with real user needs.

You will get the capacity to develop and structure the innovation strategy of a company.

Daily schedule



Apply fresh skills on your own workplace

BTS Lab in Innovation Leadership

This BTS Lab will help you to develop practical skills ready to apply on your own workplace.

Discover the power of innovation by the hand of international leaders and program mates living an immersive tech experience in Barcelona.

At the end of this BTS Lab you will get a productive outcome by developing an Innovation strategy aligned with the digital transformation goals of your company.



What you will learn

BTS Lab in Innovation Leadership

DAY1

Introduction to Innovation Leadership

- Understanding Innovation
- Collaborative creativity
- Innovative companies
- Design thinking process

DAY2

Transforming Business Models

- Digital transformation
- Innovation for value creation
- Corporate culture to drive innovation
- Leadership to influence your organization

DAY3

Building Winner Innovation Strategies

Develop an action plan to develop a winner innovation strategy for your company.

How you will learn

Every day you will experience different immersive data activities

Morning session



The day will start by stimulating your creativity with informal talks about innovation. You will learn from Innovation leaders while you interact with other participants and professionals who will share vision, ideas and experiences about winner Innovation strategies.

Daily guest



Every day, you will meet an expert in Innovation management who will introduce you to the opportunities of innovation.

Lunch Break



We will have lunch with digital leaders while enjoy the beautiful locations of Barcelona.

Afternoon session



After lunch, we will visit a top company in Barcelona where we will have the chance to listen to their Team talking about the most advanced Innovation strategies, management tools and methodologies.

Evening activities



Right after the afternoon session, we will recap and organize all the information that we gathered through the day. This short activity will take place in locations we can visit for cultural and social activities.

Methodology

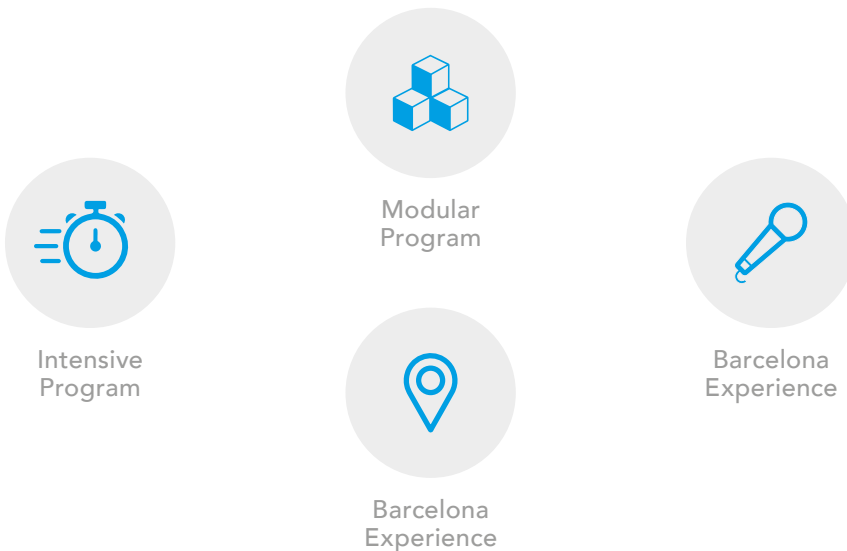
BTS Lab in Innovation Leadership

Intensive executive program. Combines advanced training methods, case studies and meetings with digital and innovation leaders.

Modular program. Structured with key topics that should be in an innovation strategy developed to succeed in a digital economy.

Professors & keynote speakers. Professionals, digital leaders & innovation leaders that will empower participants through their own experience and through their vision.

Barcelona experience. Develop digital skills in Barcelona, European capital of innovation where you will meet digital leaders and visit companies that are disrupting business models.



Outcome. Mentorship Session

BTS Lab in Innovation Leadership

This program is designed to get a **practical outcome** for your company.

You will get the skills and tools needed to build and adapt the **Innovation Strategy** of your company that permits to lead its change to the new digital reality.

On a week 4 you will have a remote mentorship session to validate and to get feedback on your framework.



Who is this for

BTS Lab in Innovation Leadership

Managers

From medium and large corporations that need to understand the role of innovation and its opportunities in the new digital economy.

Owners and CEOs

Who want to lead the change in their organizations and to drive business to digital opportunities.

Executives

Who want to boost their careers disrupting business models through innovation.

Summary

BTS Lab in Innovation Leadership

TYPE	LOCATION	DURATION
Intensive Program	Barcelona, Spain	3 Days
LANGUAGE	EXPERIENCE	FEES
English	Digital Labs Company visits Lunch & dinner with digital leaders	2.500€

Accommodation is not included

**SHAPE
THE DIGITAL
FUTURE**

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