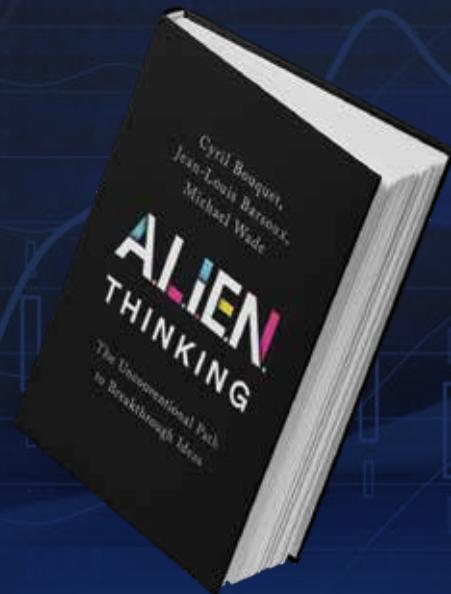


Michael Wade is an award-winning professor, best-selling author, keynote speaker, and podcaster based in Switzerland.

Innovation and creativity have always been important, but never more so than today. We may think that change has always been fast and unpredictable, but the world tends to work in cycles, where extended periods of relative calm are intersected by short periods of massive change. The Covid-19 pandemic has put us into one of these periods. Value chains are being reconfigured, assumptions are being challenged, norms are being reset. How many of you work for companies that two years ago had the attitude 'working from home wasn't really working' or 'real work only gets done in the office'. Do they still have this attitude today? Barriers are dropping and minds are opening all around us.

This means that there are great opportunities to innovate. Products, services, and business models that are being developed right now are going to dominate in the future. Some organizations will thrive while others will falter.

We have never before had the benefit of so many tools to support innovation and creativity. And yet, innovation is not flourishing as many of us expected.



In this Program, Michael Wade will introduce a new way to support innovation and creativity that you can all use, based on his 2021 book "**ALIEN Thinking: The Unconventional Path to Breakthrough Ideas**". He will introduce the ALIEN approach and then show you how it can be amplified using digital tools and technologies. He will then show you how you can turbocharge your own innovation and creativity.

How to Improve Innovation, Creativity, and Performance in a Digital Age

Virtual Program

by

Michael Wade

Professor Innovation and Strategy, IMD

Director of the Global Center for Digital

Business Transformation

8 February - 2022

sponsors



How to Improve Innovation, Creativity, and Performance in a Digital Age

Program Outline:

Driving breakthrough solutions by thinking like an ALIEN

9:00 am - 10:15 am

For the past decade Michael Wade has studied inventors, scientists, doctors, business leaders, entrepreneurs, and artists. Some of these people are able to use five patterns of thinking that distinguish them from the rest of us. These five patterns—Attention, Levitation, Imagination, Experimentation, and Navigation—lead to a fresh and flexible approach to problem-solving. Alien thinkers know how to free the imagination so it can detect hard-to-observe patterns. They practice deliberate ways to retreat from the world in order to see the big picture underlying a problem. And they approach ideas in systematic ways that reflect the constraints of reality.

In this session, professor Wade will introduce the core insights within ALIEN thinking and challenge you to apply them in your own work and personal lives. Be prepared to meet your inner ALIEN!

Break 10:15 am – 10:45 am

Harnessing the power of digital to amplify innovation

10:45am – 12:00 pm

Digital tools and technologies are all around us, and many of them are focused on improving our productivity and efficiency. However, they can also be used to enhance innovation and creativity. In this session, professor Wade will illustrate how different digital tools can be used to amplify your innovation and creativity. Technologies such as AI, digital twins, sensors and IoT, and social media can help you to generate insights without bias, achieve scale without compromise, and conduct trial without error.

Break 12:00 pm – 12:30 pm

Be better: Overcoming barriers to innovation and creativity

12:30 am – 1:45 pm

Innovators are often their own worst enemies, derailed by personal traits, such as confidence and optimism, that are essential to creativity but can be toxic when taken to an extreme; and by emotions such as fear, doubt, regret, and frustration, which are typical when trying something new but can too easily stall or destroy an effort. Although practical advice abounds on how to innovate, from design thinking to lean start-up and sprint methodologies, in-depth guidance on conquering the mental challenges involved is harder to find. In this session, professor Wade will outline coping mechanisms and strategies on how to manage and overcome psychological hurdles to innovation and creativity like these.

Q&A

1:45 pm – 2:15 pm

Program Details

Date	Time	Price	Early Bird	Registration Deadline
February 8 th 2022	8:30 am – 2:30 pm	150 KD	130 KD*	February 4 th , 2022**

* Early bird offer: KD 130 for registration and payment made until January 20th, 2022.

** To register online please visit our website: www.kibs.edu.kw

For Registration and more information:

Tel: 22901100 – **Ext:** 223 - 247 - 258 **Fax:** 22901180 **Email:** Cs@kibs.edu.kw

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