

CHEC HIGHER EDUCATION LEADERSHIP DEVELOPMENT ACADEMY

Invitation to Masterclass

Innovation Management Essentials: Innovation and creativity – popular techniques and tools

What is the purpose of the Masterclass?

CHEC is hosting this 3-hour online Masterclass that offers practical innovation skills development and focuses on the most used innovation and creativity tools and techniques. It further introduces the principles of design thinking and explains how to make the most of your own design thinking Masterclass.

Notes

- Course material is aligned with the ISO/SANS 56000 series of Innovation Management Standards and can be delivered in-house.

Who should attend this Masterclass?

- University or unit teams or faculty managers wanting to change the current status quo and reimagine their products and services
- Individuals responsible for executing innovation programmes
- Entrepreneurs who want to build innovative universities from the outset
- Individuals and students interested in understanding and effectively managing innovation in the organisation

Date of Masterclass: 5 October 2023

Duration of Masterclass: 3-hour on-line

Facilitators: Henra Mayer

Cost per participant: R2000

CHEC certificate of successful completion: Participants receive a CHEC certificate at completion of the event.

PROPOSED PROGRAMME

| Session | Timeslot & duration | Description of Masterclass activities | Responsible person(s) |
|---------|----------------------------------|--|-----------------------|
| 1 | Morning Session 09:00 – 12:30 | The latest innovation and creativity techniques and tools <ol style="list-style-type: none"> 1. Creativity and idea generation 2. The most used tools, techniques and approaches 3. What is Design Thinking and how to run a Design Sprint | Henra Mayer |

Short bios of the facilitators

Henra Mayer is CEO of Innocentrix, an innovation company that helps their clients to bring innovation to life. The company specialises in providing innovation services that assist organisations to create engage and deliver the future. Innocentrix also founded the SA Innovation League Awards in South Africa.

Henra often acts as judge at Innovation competitions, deliver key note addresses on the topic and is passionate about the management and measurement of innovation in the organisation. Previous experience includes Head of Innovation Faculty, innovation strategic design, course design and Editor in Chief at the Future Shaping Media company, based in the UK.

As a South African representative member of the global ISO 56000 Innovation Management standards team, she regularly contributes locally, and leads a team internationally, on shaping the ISO Innovation Management standards and guidelines.

Henra regularly contributes business articles to innovation related publications, newspapers and research journals and worked with many blue-chip organisations like Vodacom, MultiChoice, AVBOB, Altron and PPC as well as public sector organisations like the dti, the Innovation Hub, DST (DSI), City of Joburg, City of Tshwane and many others.