

LEAD Innovation Program

LEARN – ENGAGE – ACCELERATE - DISRUPT

ACCIÓ

Generalitat de Catalunya

UNIVERSITAT DE BARCELONA

IL3 Institute for Lifelong Learning

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Tsunesaburo Makiguchi 1871 - 1944

The essence of education is not to transfer knowledge;
it is to guide the learning process, to put responsibility for study
in the student's own hands...[and]
place people on their own path of discovery and invention.

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About the Course

Nowadays, in a VUCAH world - Volatile, Uncertain, Changing, ambiguous and Hyper-Connected -, the consumption of products or services changes continuously.

Given this, we see how many companies design offers that do not meet the expectations of people or communities. Through Agile Management and applied Innnovation we will be able to explore, observe and understand the world in a holistic way, empathizing with the needs of the people to deliver what they need.

The LEGO® Serious Play® methodology is one of the best and most innovative for the facilitation of thought, communication and problem solving to improve the performance of companies, teams, and individuals.

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Addressed to

The **LEAD Innovation Program** is aimed at people looking for a professional and applicable knowledge to understand Creative Leadeship & Innovation, its key tools, methods, and processes for agile management, that the professionlas of the XXI Century need, Especially:

- Managers and general managers
- HR Managers
- Intermediate managers and team leaders
- Teams & Startup managers
- Customer service Teams
- Teams and sales managers
- Teams and marketing managers
- Teams and innovation managers
- Operations TeamsPublic Service Teams
- Entrepreneurs

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Three Reasons to choose it

- The **LEAD Innnovation Program** follows a didactic development based on PBL (Project Based Learning), where the application of the knowledge acquired in real cases prevails.

- The four workshop are structured following the guide and recommendations of LEGO® Serious Play® methodology with a proven applicability in the fields of creativity and innovationl

- It contributes not only to improve the acquisition of knowledge but also reinforces professional competences and personal attitudes, enhancing talent.

Academic Accreditation

Certificate of University Extension by the Continuing Education Institute of the University of Barcelona.

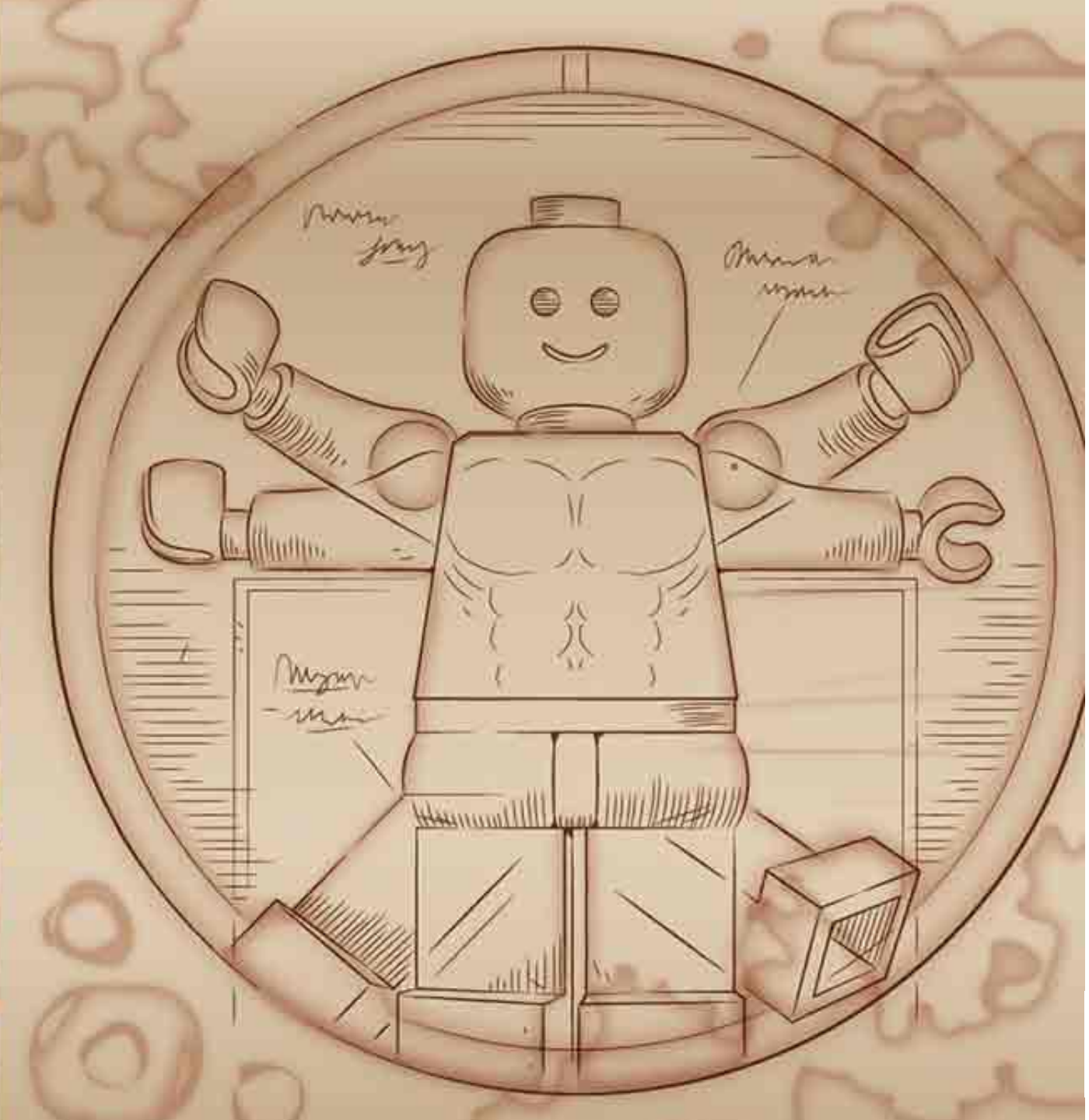
The **LEAD Innovation Program** is course designed according to the guidelines of the European Higher Education Area and equivalent to 1 ECTS credit.

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LEAD Innovation Program

Learn – Engage – Accelerate - Disrupt

LEGO® Serious Play® Method

20 hours course

4 LEGO® Serious Play® workshops

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Our World



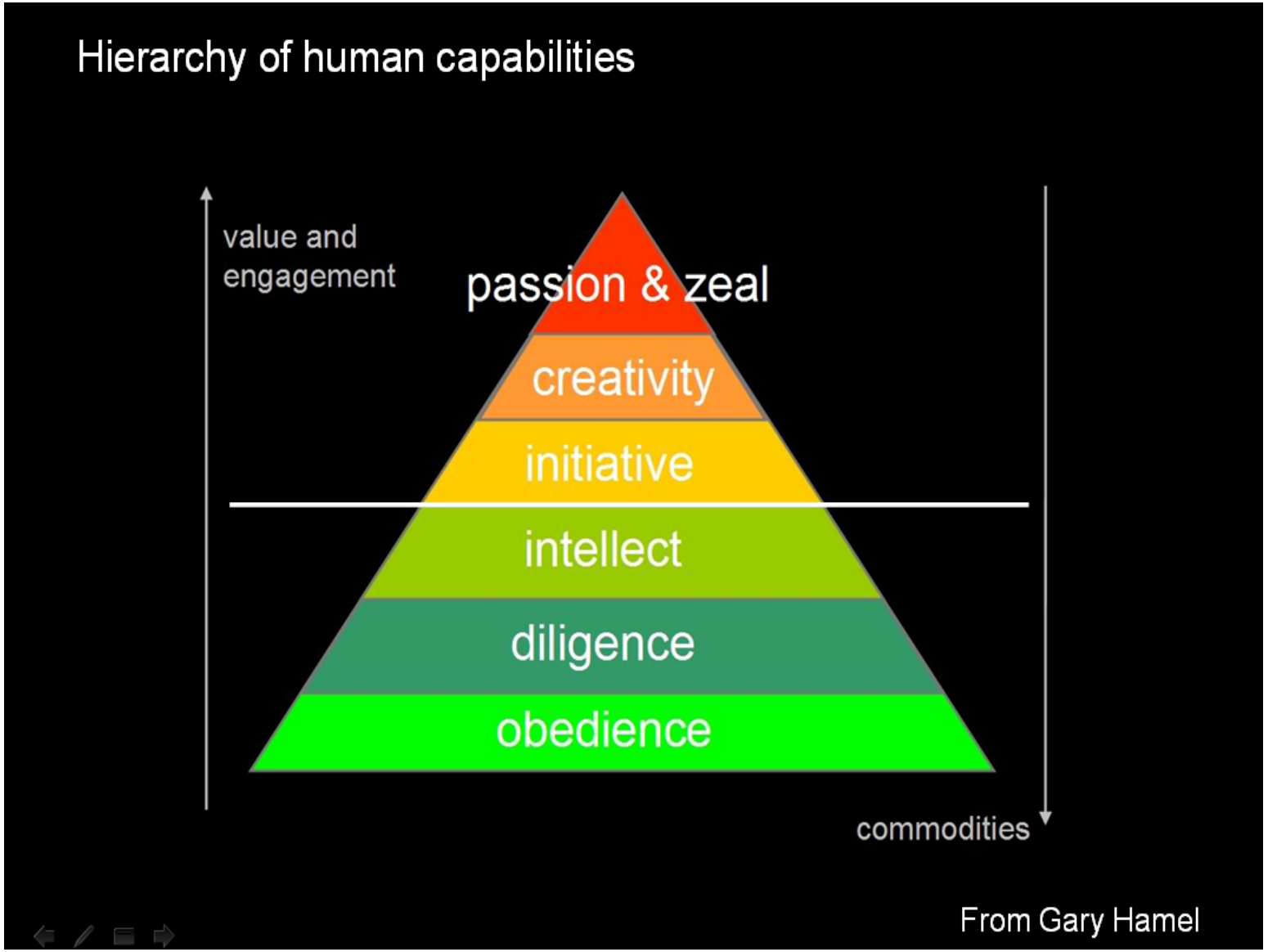
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About Learning



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Focus of the Program







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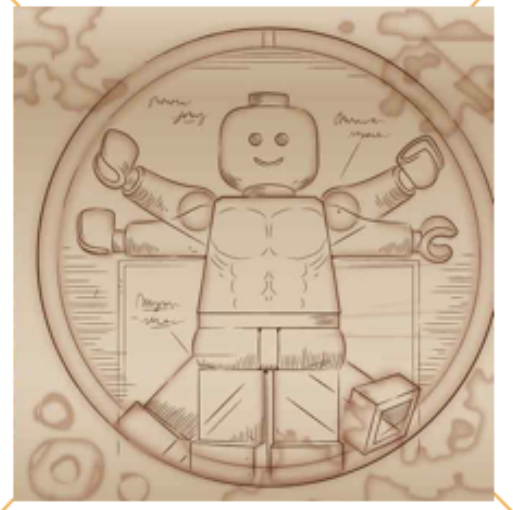
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LEAD Innovation Program - your personal voyage in 4 modules -

Module 1 **Leadership, Facilitation and Agile Management**

Module 2 **Entrepreneurial Mindset**



Module 4 **Design Thinking and Service Design**

Module 3 **Harnessing Creativity and Innovation**

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LEAD Innovation Program - Theory and Practice blended with LEGO® Serious Play® -



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PROJECT BASED LEARNING sparkling each LEGO® SERIOUS PLAY® case



When participants are challenged to get to work solving real-life problems,
the whole world becomes a classroom

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STRUCTURE OF THE MODULES

	Basics LEGO Serious Play Method	Top Down Main Concepts of the Module	Discussion of the Concepts	ShortBreak	LEGO Serious Play Case	Final Test
Module 1 Leadership, Facilitation & Agile Management	○	○	○	○	○	
Module 2 Entrepreneurial Mindset		○	○	○	○	
Module 3 Harnessing Creativity & Innovation		○	○	○	○	
Module 4 Design Thinking & Service Design		○	○	○	○	○



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INTERNATIONAL RECOGNITION OF THE COURSE - Certificate & Diplomma in English



Universitat de Barcelona

IL3 Institut de Formació Contínua

L'Institut de Formació Contínua de la Universitat de Barcelona

atorga aquest **certificat d'extensió universitària** en

awards this certificate for the **university extension course** in

LEAD Innovation Program

LEARN – ENGAGE - ACCELERATE - DISRUPT

(LEGO® Serious Play® Method)

Àngels Miravet

per haver superat amb aprofitament en l'edició 2015-2016 les proves del corresponent programa formatiu d'un total de 1 crèdit.

for having successfully completed the examinations in the 2015-2016 edition of the course, which carries a total of 1 credit.

Barcelona, 1 de febrer de 2016

Barcelona, 1 February 2016

La persona interessada
The interested party

El director de Programes de l'Institut
The director of Programmes of the Institute

Lluís Miret Catalán

El director del programa
The programme director

Pere Juarez Vives

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Module 1 Leadership, Facilitation & Agile Management



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Module 1:
LEADERSHIP , FACILITATION & AGILE MANAGEMENT.
LEGO® Serious Play® Workshop: The MicMacs

This workshop focuses on two-party / multi-party interactions in a wide variety of settings ranging from simple buyer-seller bargains to complex, multi-issue strategic relationships. Most class sessions revolve around the EFQM(*) 2013 concept " Managing with Agility" and the importance of Situational Leadership in Teamworking

The results of these interactions are displayed each day and provide an opportunity for explicit feedback on each participant skills and attitudes performance.

Academic workshop objectives:

- Encourage participants to know the importance of leading agile teams and organizations and recognize their effectiveness in a variety of leadership, facilitation and teamwork settings
- Predict and adapt to change
- Build leadership and improve agility and resilience
- Expose students to a wide variety of behaviors from other parties and help them understand how they react to those behaviors

(*) EFQM European Foundation for Quality Management

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Module 2 Entrepreneurial Mindset



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Module 2: ENTREPRENEURIAL MINDSET
LEGO® Serious Play® Workshop: Field of Stars

This workshop is about learning to think and act entrepreneurially in order to create new value in the world through new products, new solutions, new ventures, new business units, new distribution channels, new firms, new business models, new technologies, and business transformation.

The emphasis will be on the art and science of "creating something new from little."

The orientation in the course will be to challenge participants to think about how they can create, finance, and build, or change a productive business organization with commonly available resources such as intelligence, insight, energy, initiative, and personal relationships. Participants will learn to use this orientation wherever new-venture creation may occur namely through the actions of an independent entrepreneur or a large established firm.

Academic workshop objectives:

- Enable participants to develop an attitude, mindset, and skills that are crucial for becoming a creative business person.
- Show participants that this mindset and skills are applicable both in the context of starting a new firm or new ventures within an established organization

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Module 3 Harnessing Creativity and Innovation

EFQM MODEL 2013

ENDURANCE

Harnessing Creativity & Innovation

with LEGO® Serious Play ®



Member promoting the power of facilitation worldwide
Tested in the IFW2015

CLUB EXCELENCIA EN GESTIÓN

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Module 3: HARNESSING CREATIVITY & INNOVATION
LEGO® Serious Play® Workshop: The travel of the Endurance

The purpose of this workshop is to provide participants with practical information on the growing frontier of innovation and entrepreneurial activity at the nexus of business and natural systems, according with the EFQM Concepts - European Foundation for Quality Management –

Participants will look at drivers of corporate innovation, strategic shifts, and new markets, learn skills to help identify market opportunities, and understand the tools, concepts, and frameworks used by companies currently pursuing sustainable business opportunities.

Academic workshop objectives:

- Provide information, frameworks, and tools for identifying and pursuing sustainable business opportunities
- Inform students on the changing dynamics of nature-human interdependencies globally
- Examine examples of innovators implementing successful strategies in a VUCA (*) environment

(*) VUCA Volatile, Uncertain, Changing, Ambiguous

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Module 4 Design Thinking & Service Design



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Module 4 : DESIGN THINKING & SERVICE DESIGN
LEGO® Serious Play® Workshop: The Compass

The workshop examines how design thinking and innovation principles can be used to enhance the value and accelerate the development of business opportunities that deliver organic growth. Participants will apply design methodologies and innovation tools in a live, corporate project, working closely with a client company with a real problem to solve.

Participants will study business-model-innovation success stories emerging from recent research in organic growth, and they will learn how to employ a business-design framework that includes: identifying new business opportunities based on market needs; designing and testing breakthrough concepts

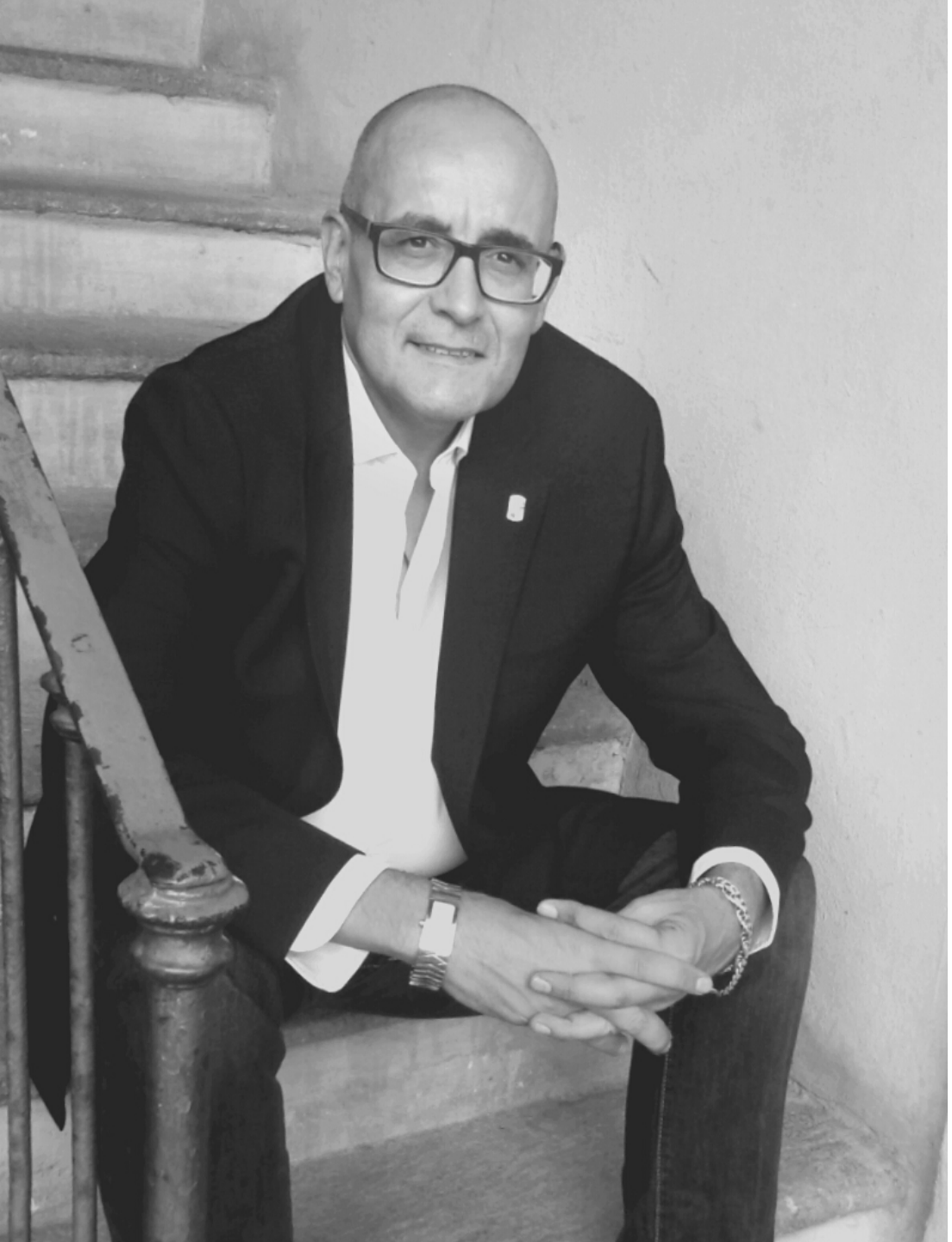
Academic workshop objectives:

- Introduce participants to approaches that enhance corporate-innovation activities in terms of market impact, value creation, speed, and efficiency
- Expand participants' thinking about corporate design and innovation beyond the design and development of new products to other fundamental sources of value creation
- Strengthen participant' individual and collaborative capabilities to develop market/user needs in a real-world environment
- Teach participants to translate identified opportunities into actionable innovation possibilities and recommendations for their client organizations

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Professor, Facilitator & Director of the Program

Pere Juarez UB University of Barcelona

- Faculty of Economics & Education
- BIE Barcelona Institute of Entrepreneurship
- ICE Institut de Ciències de l'Educació
- IL3 Institute for LifeLong Learning

ISOCO CIO Chief Innovation Officer

President of UB Alumni Club of Entrepreneurship & Innovation

IAF -International Association of Facilitators - membership

Lecturer & Expert in Applied Innovation for Education

LEGO® Serious Play®Certified Facilitator

Trainer & Senior Facilitator of High Performance Teams using LEGO® SERIOUS PLAY® methodology and Gamification Techniques, with a recognised curriculum in Innovation Project Management and Innovation subjects at the University and Organizations.

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