



LIVING
TOMORROW®

ACADEMY

LEADERSHIP IN STRATEGY AND INNOVATION

ADVANCED PROGRAM FOR EXECUTIVES AND HIGH POTENTIALS

DESIGN YOUR
OWN FUTURE,
START TODAY.





6 INNOVATION JOURNEYS OF 2 DAYS WITH A FINAL PITCH AND CLOSING EVENT

Build on your master innovation plan

1

Result-driven outcomes

2

Deliver fast-track implementation

3

Reward for your best employees



FOR WHOM?

1. For high-potential individuals

whether you're currently in a leadership role, a C-level Executive candidate, or eager to join a traineeship alongside an experienced mentor. You're willing to play an influential role in designing and implementing your organisation's future ambition, services, products, etc.

2. For employees of medium-sized enterprises, large corporations, or government organisations.

3. For those seeking to elevate their path to success,

whether enrolling individually or as part of a team. Our program accommodates both options, welcoming individuals and team enrollments from every organisation. Choose your path to excellence:

- Opt for a Senior-Junior duo to blend wisdom with fresh perspectives, essential for future-proofing your business.
- Choose a Lead Participant paired with rotating support, integrating diverse skills and insights crucial for innovative success and swift implementation afterwards.

STRATEGIC LEADERSHIP DEVELOPMENT:

Equip yourself with cutting-edge strategies for effective leadership in today's business landscape.

INNOVATION MASTERY:

Learn to foster a culture of innovation, driving your organisation to new heights.

EXPERT-LED SESSIONS:

Benefit from sessions led by innovation experts and thought leaders.



"The training gives a new perspective on innovation culture to penetrate every layer of an organisation."

Yves De Keuster - Project Coordinator Port & Environment (MOW)

WHY THIS PROGRAM?

The world is changing at breakneck speed. Transform into a visionary leader by mastering the art of innovation and strategy, propelling your organisation forward in a dynamic landscape. Your journey to becoming a strategic innovator starts here.



DISCOVER ALL SIDES OF INNOVATION

Gain a 360° insight into future-proof strategy and embark on a comprehensive exploration of strategy and innovation, delving into every aspect to ignite your transformative leadership journey. This program offers an exclusive opportunity to not only touch upon the essentials but also provides avenues for those seeking practical and hands-on training in all facets of innovation. Ready to lead with confidence in a time of constant change? This program is designed to empower managers with a broad, comprehensive approach, without getting bogged down in details.



ENTER THE INNOVATION ECOSYSTEM OF LIVING TOMORROW

Become part of the Living Tomorrow family and discover our collaborative learning environment where innovators can work alongside peers and our expert facilitators. Build valuable connections and learn from a diverse network of cross-industry peers. Immerse in the nurturing ambience of the Living Tomorrow Innovation Campus, where innovation comes to life at the Digital Experience Center.



LEARN FROM THE BEST

Inspiring innovation leaders Joachim De Vos, Jurgen Ingels and Rik Vera provide their mentorship to this program. Each series will be personally mentored by one of them.

Trainers are sourced from the Tomorrowlab team. Since 2009, these experienced experts, coming from different industries and management positions, have guided Living Tomorrow partners, governments and institutions, SME's and international companies in shaping strategies and achieving their innovation goals.



BENEFIT FROM PERSONALISED COACHING

Apart from the coaching during the training days, lead trainees will experience the privilege of four one-on-one coaching sessions via video conferencing. We'll focus on addressing the specific challenges unique to your organisation, ensuring tailored feedback and advice. The first check-in, strategically planned before the program starts, maximises training content relevance. Two additional check-ins are scheduled during the training year, with a final one at the program's conclusion.



CREATE A MASTER INNOVATION PLAN, TAILORED TO YOUR ORGANISATION'S NEEDS

The culmination of this training is not just theoretical knowledge but a tangible, customised action program. This plan is specifically designed to address the unique needs of your company, ensuring you leave with a clear roadmap to drive innovation and strategic success.

So, dive into an immersive journey with us, where you're not just learning - you're transforming ideas into actionable strategies. This course encourages each participant to develop a comprehensive innovation blueprint, setting the stage for real-world application.



GET YOUR SPONSOR INVOLVED

To achieve significant business transformations, it's crucial to have the active involvement of your sponsor, whether it is the CEO or their delegate. This engagement is key to accelerated outcomes. Therefore, we strongly support our trainees in involving their sponsors throughout the program. This includes inviting them to the presentation of the Innovation Plan at the program's end and welcoming them to our celebratory closing event. Our approach, backed by Living Tomorrow's extensive experience in connecting CEOs with innovation teams, not only promotes a collective understanding of the innovation journey but also guarantees the essential management support for successful implementation.

SUPERCHARGE YOUR LEARNING WITH THESE INCLUDED BONUSES:

1. Visit the Digital Experience Center

During the training, participants can explore innovation firsthand with a visit to the Digital Experience Center of Living Tomorrow.

2. Copy of the book "Why Innovation Fails"

Participants who enrolled in the series mentored by Joachim De Vos will receive a complimentary copy of his book, offering insights into successful innovation strategies.



PROGRAM DETAILS


12 STEPS TOWARDS INNOVATION EXCELLENCE

MODULE 1: KICK-OFF

Day 1

Kick-off and setting the scene

Unlocking the full spectrum of innovation. The building blocks of innovation and maturity assessment.

 **Keynote from Program Mentor**

8h – 21h

Day 2

Ecosystems

Explore your business and innovation ecosystem to strengthen your strategy and unlock collaborative innovation potential.

8h – 18h

MODULE 2: FUTURE FORESIGHT

Day 3

Strategy future foresight

Anticipate future trends to prepare and innovate for upcoming challenges and opportunities.

8h – 21h

Day 4

Strategy stress testing

Examine strategies against your driver of change to identify vulnerabilities and improve resilience.


8h – 18h

MODULE 3: IDEATION

Day 5

Idea management

Strategies to capture and select ideas. Discover the power of idea contests and open innovation.

 **Keynote speaker on an innovation case**

8h – 21h

Day 6

Frameworks for innovation process (1)

Introduction to design thinking and lean start-up. Explore the desirability of business ideas.

8h – 18h

MODULE 4: FEASIBILITY & VIABILITY

Day 7

Frameworks for innovation process (2)

Access the feasibility risks of your solution. Strategies to de-risk them.

 **Intervision Q&A with Program Mentor**

8h – 21h

Day 8

Frameworks for innovation process (3)

Access and mitigate the financial risk of your business ideas. Funding possibilities for innovation.

8h – 18h

MODULE 5: INNOVATION EXCELLENCE

Day 9

Innovation portfolio and governance

Define a strategic portfolio ambition, balance innovation in a mixed portfolio and governance adapted to innovation.

8h – 21h

Day 10

Innovation culture

Understanding the traits of an innovation culture and learning how to change your culture.

8h – 18h

MODULE 6: CLOSE-OUT

Day 11


Presentation pitch (per company)

Presentation of the innovation plan for the sponsor @ Campus (or at company).

Day 12

Closing event

Reception with keynote, closing speech and the distribution of the certificates. Including a VIP-dinner at [SAPOR](#).

 **Closing keynote from Program Mentor**

17h – ...

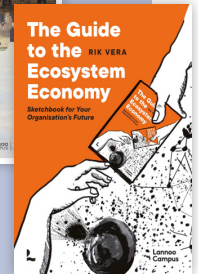
MENTORSHIP BY KEYNOTE SPEAKERS*



Joachim De Vos, part of Living Tomorrow since 1994, serves as co-chair and managing partner while founding TomorrowLab. An internationally recognised keynote speaker, author, and scenario planning professor at the University of Ghent, he specialises in foresight, technology, strategy, and innovation. His expertise shines in his bestselling book 'Why Innovation Fails.' Through dynamic presentations and his podcast 'The Future of Things,' Joachim offers practical strategies for thriving amidst change.



Rik Vera, a dynamic leader in business, speaks, writes, and coaches on staying relevant in the digital era. With a passion for future relevance, he shares insights on business, entrepreneurship, leadership, marketing, and innovation. His bestselling book, 'Managers The Day After Tomorrow,' focuses on AI and digital transformation. His latest work, 'The Guide to the Ecosystem Economy,' explores collaboration, networking, digital transformation, and innovation in the modern economy, providing essential strategies for businesses navigating this landscape.



Jurgen Ingels is a Belgian entrepreneur with a remarkable career in technology companies and startups. He's known for sharing valuable insights in his book '50 Lessons for Entrepreneurs,' offering practical tips drawn from his own experiences. Jurgen mentors aspiring entrepreneurs in navigating the complexities of innovative business ventures.



*Other keynote speakers can be assigned based on availability.

MEET YOUR TRAINERS

Our instructors are senior innovation and strategy experts from TomorrowLab.

TomorrowLab is at the forefront of assisting organisations with their strategic challenges, both short-term and long-term. **Their expertise** lies in providing insights into current and future trends, a profound understanding of disruptive technologies and societal evolutions, and extensive experience in practical implementation of innovation as a systemic approach.



PRACTICAL INFO



WHAT'S INCLUDED?*

- A one-year curriculum consisting of 10 training days with two-day sessions.
- 10 topic clusters covering different aspects of strategy and innovation management.
- 4x personal coaching sessions.
- 5x 3-course business lunches.
- 5x 3-course dinners.
- 1x signature 4-course all-in dinner (closing of the program).
- 3x Program Mentor moments (2 speeches/ keynotes + 1 intervision with the Program Mentor).
- 5x evening program (innovation experience, innovation case by an external speaker, sparring sessions,...).
- 1x presentation moment for sponsors and trainers.
- 1x closing event (with reserved parking space).
- 1x certificate for all participants upon presence full program.
- 5x overnight stays in voco™ Brussels City North Hotel, breakfast included.

*Per person



"We need leaders with burning ambition, rather than waiting for the burning platform to compel them."

Rik Vera



PRICING

Fees for the first and second participant in this Leadership in Strategy and Innovation Program, are:

STANDARD PRICING:

All-inclusive formula, including a stay at voco™ Brussels City North Hotel:

1st person € 15.910 (excl. VAT)

2nd person € 12.910 (excl. VAT)

TRAINING-ONLY OPTION:

For further information, please contact us:
academy@livingtomorrow.com

STANDARD PRICING'S EARLY BIRD ADVANTAGE

*Enjoy an exclusive 10% discount by
deciding before June 2024.*

1st person € 14.319 (excl. VAT)

2nd person € 11.619 (excl. VAT)



*"Leadership is not just
about making decisions,
it is about inspiring
others to do the same."*

Joachim De Vos



ANY QUESTIONS?

Scan the QR code to arrange a quick chat with
Program Manager Anouk De Vleeschhauer or email her at
anouk.devleeschhauer@tomorrowlab.com



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