

EXECUTIVE EDUCATION
INSEAD & PERSOLKELLY

Innovation Accelerator Bootcamp

Lead the future using
lean innovation

DATE 29 November - 03 December 2021

TIME 4:00~6:00 PM (Korean Time)
Mon - Fri

 **PERSOLKELLY**
CONSULTING



The Business School
for the World®

EXECUTIVE EDUCATION **INSEAD & PERSOLKELLY**

INNOVATION ACCELERATOR BOOTCAMP

PERSOLKELLY's 2021 innovative partnership with INSEAD – The Business School for the World introduces an Innovation Accelerator Bootcamp held virtually from the INSEAD Executive Education Centre.

The 10-hour virtual delivery Bootcamp is a series of webinars that will help business leaders learn lean innovation. Participants will learn through firsthand experience, with all the traps and tradeoffs characterising the launch of disruptive projects and get to choose the industry or topic they would like to work on.

ABOUT USING LIVECASE:

Every session will start with a teaching moment around a tool and mindset that will then be directly applied through the Horizon Ventures Accelerator LiveCase. You will be immersed as teams into a realistic scenario where you will lead an innovative project. Through an engaging simulation, learning is brought to life as you face and respond to the challenges in real life. For you, the experience is deeper and more meaningful, bridging the gap between theory and practice. We will conclude every session with a debrief and group discussion to make some key learnings emerge.

WHO SHOULD ATTEND?

The Innovation Accelerator Bootcamp is geared toward high potential individuals in business. In this context, “CEO” could just as well read “high impact leader”.

This program will benefit high impact leaders in the following industries and roles:

- For-profit business
- Nonprofit/social enterprise
- Government
- Small and medium business or enterprise
- Large multinational
- Sales
- Engineering
- Operations
- Finance
- Customer Service
- HR
- Management/Senior Management

The real-time challenges in the Innovation Accelerator Bootcamp incorporates learning from every academic and business area at INSEAD. All that is required to attend this course is that you:

- ▶ Are comfortable speaking, reading, and writing in English.
- ▶ Have a personal computer (notebook or laptop) and know how to use it.
- ▶ Are willing to focus and work hard with an open mind.

If you are an leader of a business and you would like to develop a high potential person in your organization then the INSEAD - PERSOLKELLY Innovation Accelerator Bootcamp is a great opportunity to give them a safe hands-on experience.



KEY LEARNING

The real-time challenges in the Innovation Accelerator Bootcamp incorporates learning from every academic area and business area at **INSEAD**:

INNOVATION ACCELERATOR BOOTCAMP - DAY 1

SESSION 1

Customer centric value proposition and meet the Customers

- Global mega trends are shaking businesses who need to be agile and resilient
- Learn how to identify and target key customer personas
- Learn how to unpack customer jobs to be done, pains and gains
- Learn how to build a solution that will delight your customers throughout their journey

INNOVATION ACCELERATOR BOOTCAMP - DAY 2

SESSION 2

Lean product development and meet the Engineers

- Testing your solution into the market ensures that you have found a match with your customer(s)
- Learn how to be agile in how to develop your solution
- Learn how market testing is a form of risk management
- Learn how to navigate the constraints of product development under pressure

INNOVATION ACCELERATOR BOOTCAMP - DAY 3

SESSION 3

Ecosystem business model innovations

- Solutions with the biggest impact were built with a business model innovation flourishing inside of a wider ecosystem
- Learn the drivers of what makes for a successful business model innovation
- Learn how to make the difference between competition and cooperation in your ecosystem
- Learn how to define the leadership role your organisation can have in that ecosystem

INNOVATION ACCELERATOR BOOTCAMP - DAY 4

SESSION 4

Final pitch to the Board to raise finance in Dragons' Den format

- Any innovation requires resources and the engagement of stakeholders
- Learn how storytelling can help you inspire others to follow you
- Learn how to craft a memorable pitch
- Learn how to have presence

INNOVATION ACCELERATOR BOOTCAMP - DAY 5

SESSION 5

Bringing it all together and reflections

- For your business to be successful we need to launch you
- Learn how to apply what you learnt into your business
- Learn how to craft a 90 day plan for success
- Learn how to continue living the dream

1-WEEK VIRTUAL DELIVERY: PROGRAMME OUTLINE

Innovation Accelerator Bootcamp Plan

NOVEMBER 29
~
DECEMBER 3

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
29 November 16:00 - 18:00PM	30 November 16:00 - 18:00PM	1 December 16:00 - 18:00PM	2 December 16:00 - 18:00PM	3 December 16:00 - 18:00PM
Session 1- Customer centric value proposition and meet the Customers	Session 2- Lean product development and meet the Engineers	Session 3- Ecosystem business model innovations	Session 4- Final pitch to the Board to raise finance in Dragons' Den format	Session 5- Bringing it all together and reflections

PROGRAMM DIRECTOR:



Antoine Duvauchelle

Antoine Duvauchelle is a Professor of Entrepreneurship and Family Enterprise at INSEAD. He is an expert in venture capital, entrepreneurship and innovation and how organizations of any size and growth phase can be configured for ultimate performance. He teaches courses to Executives, EMBA and MBA participants globally. As the co-founder of LiveCase, he co-created the first online Executive Education virtual LiveCase simulation that was successfully run with 400 participants from around the world. He is the Global Director of the MBA Capstone which is a 3-day intensive LiveCase simulation he co-created and is run across Fontainebleau and Singapore with 500 students, 100 external role players and a staff of 25 people. He was the co-creator and co-teacher of the high-pace "Your First Hundred Days – Next Generation" course at INSEAD.

PROGRAMME INFORMATION

DELIVERY :

- Virtual from the Executive Education Centre - INSEAD Asia Campus, France & Singapore

WHEN :

- Workshop Sessions: 29 November - 3 December, 2021

FEE :

- Individual registration - KRW 2,000,000 / USD 1,700 (VAT excluded)

ORGANIZERS :



ENQUIRIES :

- PERSOLKELLY Korea & INSEAD Business School (Executive Education)

Tel: Ms. Eunhong Park / +82 2-760-8885

Email: eunhong_park@persolkelly.com



As one of the world's leading and largest graduate business schools, INSEAD brings together people, cultures and ideas to develop responsible leaders who transform business and society. Our research, teaching and partnerships reflect this global perspective and cultural diversity.

With locations in Europe (France), Asia (Singapore) and the Middle East (Abu Dhabi), and now North America (San Francisco), INSEAD's business education and research spans four regions. Our 168 renowned Faculty members from 41 countries inspire more than 1,100 degree participants annually in our Master in Management, MBA, Global Executive MBA, Specialised Master's degrees (Executive Master in Finance, Executive Master in Change), and PhD programmes. In addition, more than 12,400 executives participate in INSEAD Executive Education programmes each year.

INSEAD continues to conduct cutting-edge research and innovate across all our programmes. We provide business leaders with the knowledge and awareness to operate anywhere. Our core values drive academic excellence and serve the global community as The Business School for the World.

More information about INSEAD can be found at www.insead.edu.



PERSOLKELLY Consulting is a leading global human resource consulting and professional services company. With offices across Asia, and Japan (through collaboration with PERSOL Research and Consulting), we are committed to shape the future workforce by empowering individuals, organisations and societies. PERSOLKELLY Consulting is a subsidiary of the PERSOLKELLY company – a joint venture between PERSOL Group and Kelly Services, Inc. PERSOLKELLY is one of the largest recruitment companies in the Asia Pacific.

These brands combine our vast experience and knowledge in innovative talent development, HR & management advisory, organisational effectiveness and insights-driven HR solutions to achieve optimal results for our clients.

More information about INSEAD can be found at www.persolkellyconsulting.com.

KOREA

15F, SEOUL FINANCE CENTER,
136, SEJONG-DAERO,
JUNG-GU, SEOUL, SOUTH KOREA
TEL: +82 2 760 8800
FAX: +82 2 760 8889

SINGAPORE

36 ROBINSON ROAD, #20-01 CITY HOUSE,
SINGAPORE 068877
TEL: +65 6603 3368
FAX: +65 6532 0107

INDIA

GURUGRAM

902, 9TH FLOOR, TOWER B,
GLOBAL BUSINESS PARK, MG ROAD,
GURUGRAM - 122001(HARYANA), INDIA
TEL: +91 9769168131
FAX: +91 12440 68689

MUMBAI

601 & 602, 6TH FLOOR, INIZIO TOWER, CARDINAL,
GRACIOUS ROAD, CHAKALA, ANDHERI EAST,
MUMBAI,
MAHARASTRA 400099, INDIA
TEL: +91 9769168131

BENGALURU

SRI SAMANTHU CHAMBERS, #3287, 12TH MAIN,
HAL 2ND STAGE, INDIRANAGAR,
BANGALORE 560038, INDIA
TEL: +91 9769168131

INDONESIA

MAYAPADA TOWER, 6TH FLOOR,
SUITE 06-01 JL. JEND. SUDIRMAN KAV 28
JAKARTA 12920, INDONESIA
TEL: +62 21 521 3630
FAX: +62 21 521 3629

CHINA

INTELLIGENCE ANCHOR CONSULTING
UNIT 1201, TWO ICC, NO.999, HUAHAI ROAD (M),
SHANGHAI 200031 P.R.CHINA
TEL: +86 21 2352 6000
FAX: +86 21 5228 3228

HONG KONG

6/F, 25 CANTON ROAD,
TOWER 2, THE GATEWAY,
TSIM SHA TSUI, KOWLOON, HONG KONG
PHONE: +852 2833 0192
FAX: +852 2891 8701

MALAYSIA

LEVEL 19 & 20, MENARA AIA SENTRAL
30 JALAN SULTAN ISMAIL
50250 KUALALUMPUR , MALAYSIA
TEL: +603 2119 6988
FAX: +603 2141 0639

THAILAND

27TH FLOOR EMPIRE TOWER 3 UNIT 2707
1 SOUTH SATHORN ROAD
BANGKOK 10120 THAILAND
TEL: +66 2670 3388
FAX: +66 2670 0509

VIETNAM

SUITE 1211, SAIGON TRADE CENTER, 37 TON DUC
THANG STREET, DISTRICT 1, HO CHI MINH CITY
TEL: +84 28 3910 2080
FAX: +84 28 3910 2079

**FOR ENQUIRIES FOR OTHER REGIONS,
PLEASE CONTACT US AT:
EUNHONG_PARK@PERSOLKELLY.COM
OR CALL US AT: +82 2-760-8885**