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WP4 - Development of Creative-Traditional Business Innovation Training Model

CTCC – CREATIVE TRADITIONAL COMPANIES COOPERATION

Within the framework of the South Baltic Programme 2014–2020 (ERDF part-financed), 3rd Call

Work Package: **WP4 – DEVELOPMENT OF CREATIVE-TRADITIONAL BUSINESS INNOVATION TRAINING MODEL**

WP Leader: **PP10 BTH**

TASK 4.8 **Development of Creative Audit Tool**

Task Leaders: **Task Leaders 4.8 (PP5), Association Rietavas Women Employment Centre / RMUC**

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18.02.2019**

STAGE 1

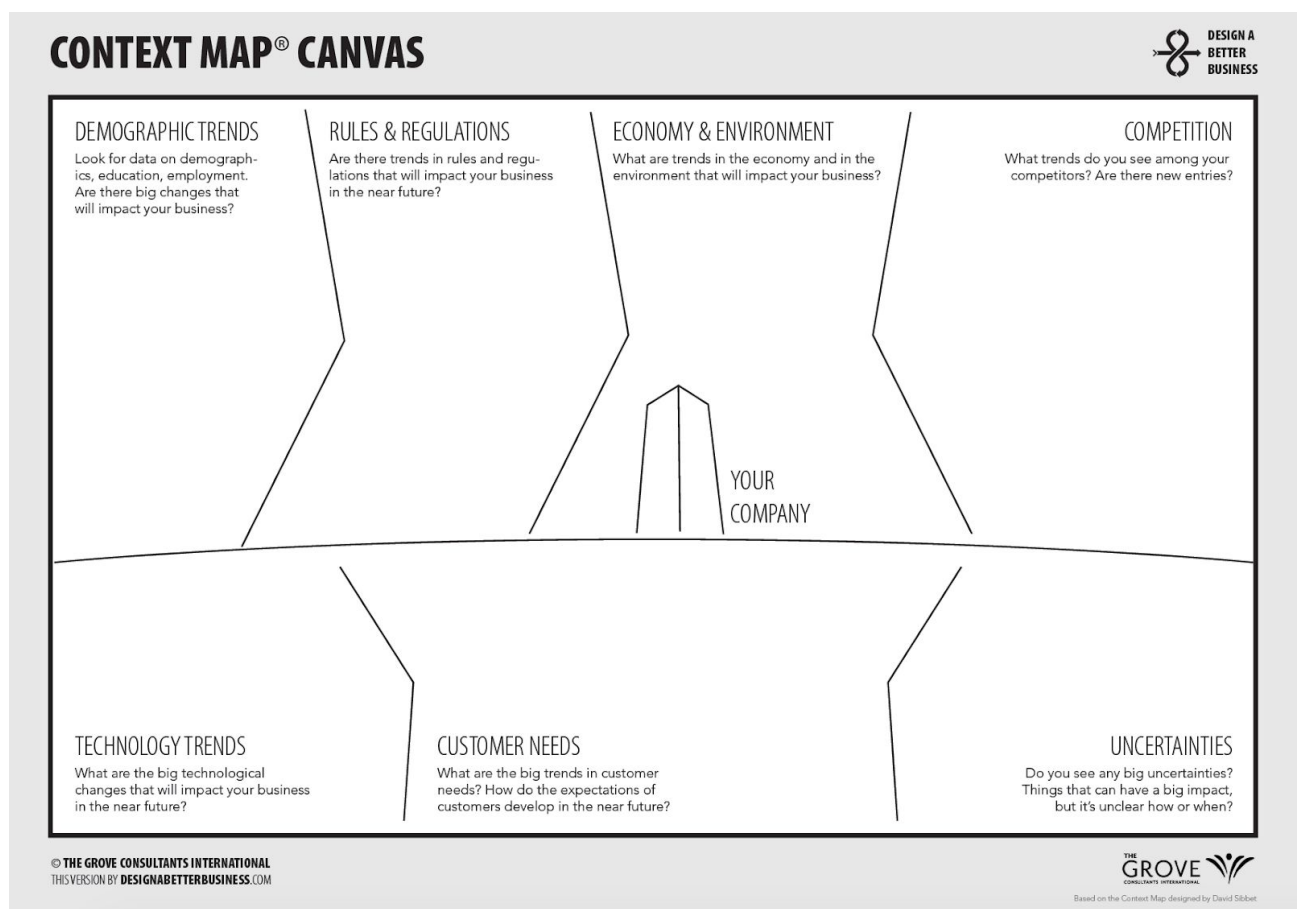
Model the **key strategic factors** in the industry.

It's imperative to understand the factors that are driving change, and assess how they are likely to impact the organization in the future.

Implementation: workshops conducted by creative brokers with the group of employees and managers from the company; methodology of design thinking and creative tools to be used. Time needed – 1 day (8 hours).

Creative Tools:

1. Context Map Canvas



Download: https://drive.google.com/open?id=1-3tFLPjn_AJZPv1VG9dKFt7Fbr_qPUuB

2. Problem Definition



I want to clarify my priorities
by focusing on key critical issues

PROBLEM DEFINITION

<p>What is the key issue you are trying to address and why is it important?</p>	<p>Who is it a problem for?</p>	<p>What social/cultural factors shape this problem?</p>	<p>What evidence do you have that this is worth the investment?</p>	<p>Can you think of this problem in a different way? Can you reframe it?</p>
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Download: <https://drive.google.com/open?id=1YYD0qLQ7I2L0J4DRiL2fA3YDtBKnKGI9>



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3. Problem Statement Canvas



Problem Statement Worksheet

User role:

Activity

Reason

Step

Obstacle

Negative Feeling

A

who feels

USER ROLE

NEGATIVE FEELING

about

needs to

REASON

STEP

but faces

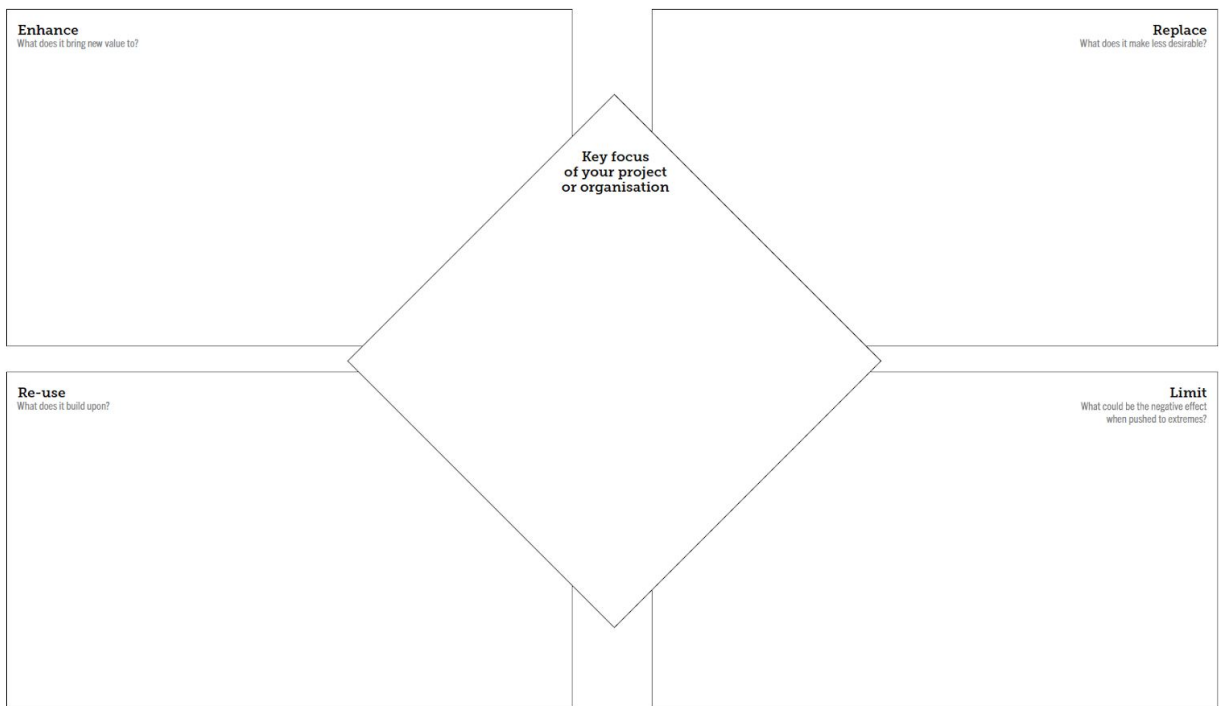
OBSTACLE

Download: https://drive.google.com/open?id=15mrDDCkp1wv88wu-uQ3TjD_pBqAOsn

4. Evidence Planning

I want to look ahead
by defining the outcomes from my work

EVIDENCE PLANNING



Download: <https://drive.google.com/open?id=1M1vnYRmUy6mU75bFb8co95KzV077LGMt>

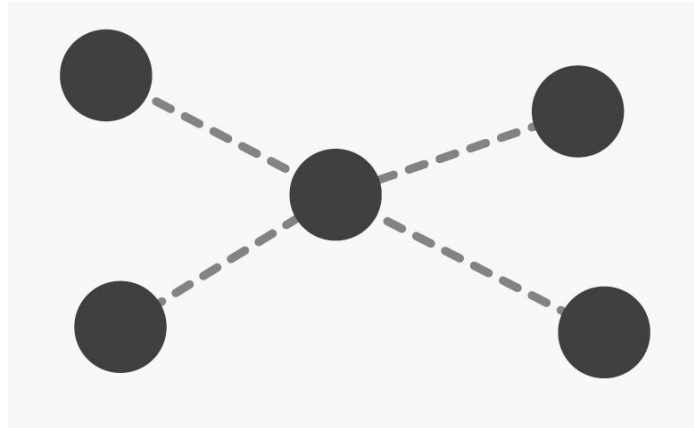
DT Methods:

1. 5 Whys



Download: <https://drive.google.com/open?id=1X1dd430H6EvZeye7KYDfhVqcRI6ZGM-H>

2. Analogies



Download: <https://drive.google.com/open?id=1DXIHQpqb2J6h6WmmsUiE-aLCvaDgtGM4>

3. Brainstorming/brainwriting



Download: <https://drive.google.com/open?id=1QqT0avTsycaKiPGEHI-91q0vMWR4UP9G>
https://drive.google.com/open?id=1dRpZQ-DyB1s34hTYy3kO3_5a9mgg1Vjf

STAGE 2



Define the **key processes** in the company to be considered.

Once having a sense of how things are changing, then analyze the key processes in the company in terms of their functioning and innovative approach, areas of development underestimated by the company.

Implementation: depending on the outcome of the first stage, creative broker prepares a set of questions in forms for on-line or physical meeting/workshop with management to explore/describe general overview of the company and/or the main day-to-day activities;
Time needed – 6 hours.

Tools:

1. SWOT Analysis

SWOT Analysis Worksheet

- For instructions on using SWOT Analysis, visit www.mindtools.com/rs/SWOT/.

Strengths	Weaknesses
What do you do well? What unique resources can you draw on? What do others see as your strengths?	What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?

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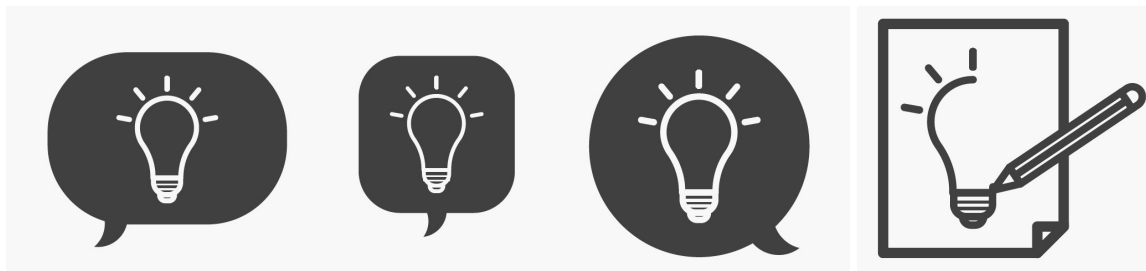
Download: <https://drive.google.com/open?id=1uaYxb4j04Kw9-FSMzYAwkXfCDHHOGGK5>

2. Crossindustry Processes Definition

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DT Methods:

1. Brainstorming/brainwriting



2. What-How_Why

What-How-Why Template		
What	How	Why

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