



## **'Innovation in Practice' workshop**

*Generating and screening new ideas and innovations*

**Trainer:** Karin van Zuilen, Senz founder

**Program Duration:** 2 days with 2 months online implementation support

### **For whom**

This program is designed for teams focusing on improvement, results and innovation

### **Objectives**

We are pleased to present a result oriented program addressing innovative idea generation and implementation. Staying competitive in an evolving market requires an understanding of the art of innovation at multiple levels. Your team will generate new ideas for products, services, processes and/or business model, choose potential breakthroughs and learn how to implement these in practice. At the same time, the participants will learn the process to make creativity and innovation happen on a continuous basis. ***90% of executives claim that long-term organizational success depends on developing and implementing new ideas.***



#### **Customized**

Program & commitment that help you reach YOUR objectives



#### **Focused**

Not just idea generation, but also screening



#### **Implementable**

We give you the tools to turn ideas into sustainable business value

### **Methodology**

This program is based on the most effective innovation methods of the European center of innovation. The sessions will be very practical, highly interactive and focused on your business case.

### **Your Coach**

**Karin van Zuilen is a strategy and innovation expert with a focus on organizational transformation.** She has over 9 years of consulting & training experience across Asia, North America and Europe. As founder of Senz strategy consulting and former global marketing director in the life science industry, she lead organisations through periods of growth and change, in the areas of business strategy, enhancing productivity, positioning, innovation, leadership and team alignment.



**She has the unique ability to inspire people, help organizations devise innovative product ideas and market approaches and place them at a competitive edge in the market.** With the necessary strategic knowledge, creative process techniques and practical experience, she helps make your innovation project a success.

**Interest in people, drive, entrepreneurship and innovation are typical for her.** She knows what it takes to become a global market leader. The combination of industry experience and deep knowledge of psychology, innovation and marketing strategy have a high added value for her clients. Karin is Dutch and lives and works in Malaysia for 4 years.

**Qualifications:**

Master degree in marketing, pharmacy, business economics, certified holistic psychologist, certified systemic coach and certified core qualities trainer.

**Past clients have successfully worked on employee engagement, creating unique market approaches, breakthrough products,** new strategies, enhancing productivity, accelerating processes, and much more.

**Program Outline**

Day 1
<p><b>Module 1: Setting the scene</b></p> <ul style="list-style-type: none"> <li>• How to create an environment that welcomes creative ideas</li> <li>• The 12 different ways for companies to innovate</li> </ul> <p><b>Module 2: Follow the 5 steps proven process to generate and screen new ideas</b></p> <ul style="list-style-type: none"> <li>• Step 1. No Question – no answer: clarify question, formulate challenges, explore visions</li> <li>• Step 2. Brainstorm your ideas</li> <li>• Step 3. Transformation toolbox: techniques to generate more new ideas</li> <li>• Step 4. Making choosing easy: the grid to select top 5 ideas</li> <li>• Step 5. The last step: how to implement these new ideas</li> </ul>
Day 2 (3 weeks later)
<p><b>Module 3: Turn innovate ideas into workable projects</b></p> <ul style="list-style-type: none"> <li>• Further fine-tune the implementation of the new ideas</li> <li>• Learn how to use the model to continuously generate new ideas</li> <li>• Learn the processes that stimulate idea submission and implementation of the innovation</li> </ul>

**Terms & Conditions**



**Date**

To be agreed  
1 day +  
1 day (3 weeks later)



**Investment**

19,997 RM (ex GST) for a team  
Max. 15 people per team



**Package**

2 days training  
BONUS 1 and BONUS 2  
Materials

We are committed to help you to implement your new ideas and innovations. Our bonus will help you with this.



### **BONUS 1: 2 months Online Coaching (value 14,750 RM)**

You will be coached for a full period of 2 months, after the program. During this period, you will have the opportunity to ask all your questions by mail.

**Result:** The action plan will be put into practice. Hurdles to implement the plan will be taken away.

**BONUS 2: Pre-discussions** to make sure that your objectives will be met.

## **Summary of Projects & Testimonials of Karin van Zuilen**

- Lead the creation of a new market approach in several health markets (e.g. pain, vitamins, incontinence, urinary problems, transplantation)
- Created a new market approach to improve visibility (Momentum Private Equity)
- Lead change management program to align strategy and facilitate teamwork (VSM Consumer Health)
- Designed a new process to accelerate building electricity generators (RWE Germany)
- Designed and lead the program to enhance the productivity and teamwork in several governmental organizations (e.g. CIZ Health Care Regulation, HHNK Water Management)
- Helped to create innovative market entry strategies for multiple start-ups (e.g. educational, market research, online kids cloth shop, training, beauty in Holland, Germany, France, Switzerland, Malaysia)
- Lead the ideation of 12 innovative health-optimizers & a new health concept for global introduction, to accelerate growth (InQpharm Malaysia)



**Ravindran Raganathan**  
Head of Human Resources  
Zaluvada Group  
Life sciences  
Kuala Lumpur



**Karin has been instrumental in developing “cutting-edge” marketing strategies and concepts** that will propel the Company’s future “go to market” strategies. Karin is a highly energized, enthusiastic and passionate person. She exuded this energy and drive to our team members, to make them believe in themselves and to push towards new frontiers. Karin always has a “spirit of excellence” about her.

**Jeffrey Berkouwer**  
Manager Capital Markets  
Momentum Capital  
The Netherlands



### **We had our best year ever**

We wanted to further enlarge our network of wealthy individuals in the Dutch market. Neither sending mailings nor networking lead to the wished results. As result of Karin’s Innovation training, we changed our strategy and focused on our unique investment approach. This helped us attract far more clients.

If you are interested to learn more about this training, please contact us through our [contact form](#), call +60 (0)16 23 72 042 or mail [karin@senz.biz](mailto:karin@senz.biz). And we will soon be in touch with you.

We are looking forward to working with you. Kind regards, Karin van Zuilen