

GERBUS Academy Executive Education
presenting:

**GER
BUS** German
Business
Academy

Cross-Industry Innovation

*Use cross-sector insights to transform
& boost your business*

- Live Online Program -

Cross-Industry Innovation – Online Program – Introduction

Our GERBUS “Cross-Industry Innovation” Live Online Program is your opportunity to acquire next level innovation skills. Ground-breaking innovations are becoming increasingly difficult as most industries are quite mature. Today’s products, services and business models are largely shaped by the mindset of their respective industry. Drawing analogies beyond the borders of one’s own industry can therefore open up interesting new perspectives and be a significant source of major innovative steps.

Cross-industry innovation refers to innovation which comes about by applying cross-sector analogies and by transferring approaches from one industry to another. Analogies can be drawn at a variety of levels ranging from products, services, technology, strategy & business models.

Your benefit:

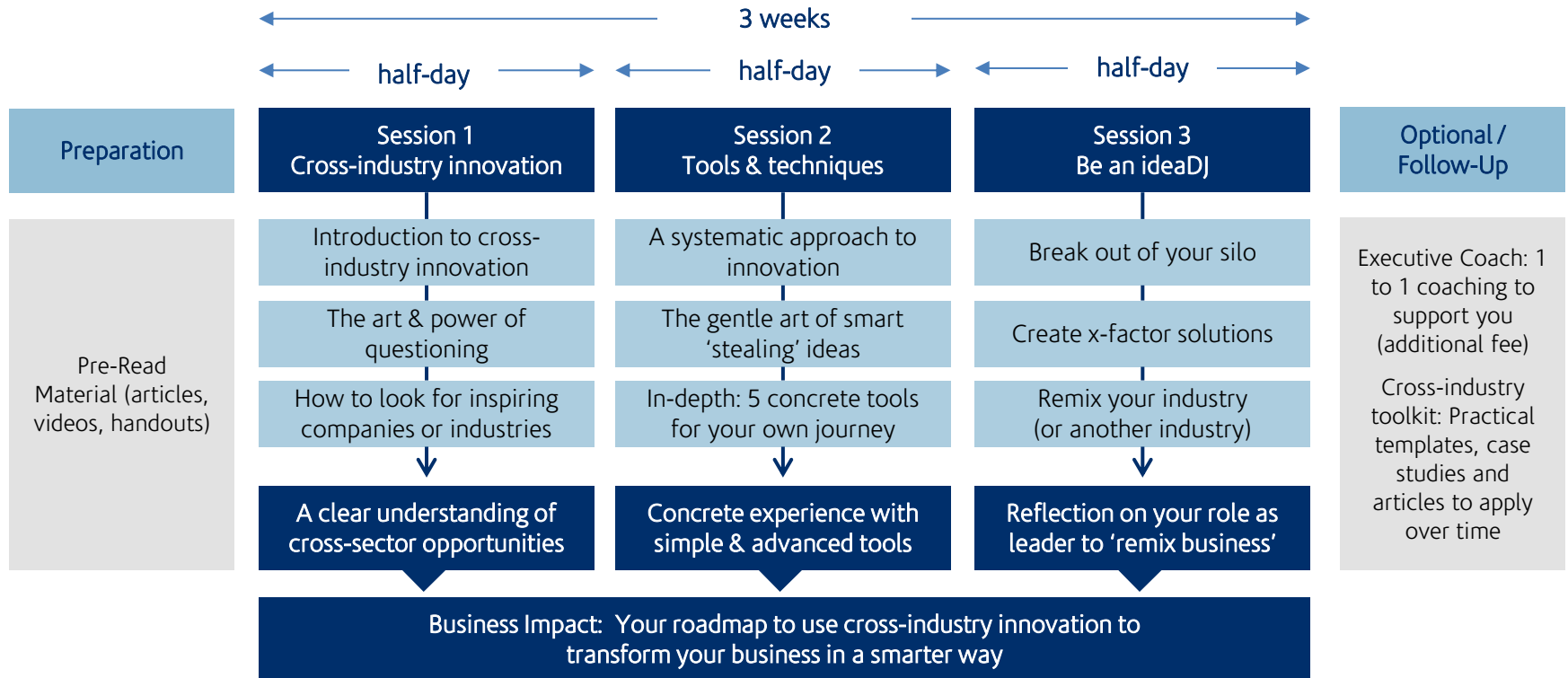
- Condensed and intensive online program for today and tomorrow’s leaders, strategists, innovators & business developers
- Small and exclusive group of participants (max. 25) to ensure valuable interaction and maximum outcome
- Cutting-edge insights into the unique workings of totally different companies from a wide range of industries
- Training in and applied use of models, tools and processes used by the world’s leading cross-sector innovators
- Developed in co-operation with and performed by ‘ideaDJ’ Ramon Vullings

More Information

- Upon completion, receipt of a certificate of participation from the GERBUS Academy
- 3 x virtual sessions of half-a-day each (incl. breaks & virtual networking) – 1 session per week
- The program is launched at min. 15 sign ups. Language: English.
- No software installation required – we are using Zoom (or equivalent) as conferencing system

Tuition Fee: 1.490,- EUR (plus VAT)

Cross-Industry Innovation – Online Program – Program overview



With Breaks, Break-Out Working Sessions, time for Q&A and interactive dialog.

Cross-Industry Innovation – Online Program – Session descriptions

Session 1 Cross-industry innovation in action

Discover the power of learning from other sectors to transform & boost your business

Content:

- Introduction to cross-industry innovation
- Understand that disruption often comes from outside your sector
- Organizations need to go from best practices to next practices to keep a competitive edge
- drawing analogies between different areas (domains, sectors, industries, ...) clearly helps to come up with smarter solutions
- Exploring the cross-industry innovation model: concept – combine – create
- Find curators who already have solved your challenges
- How to look for inspiring companies or industries

In this session the participants will gain a clear understanding of the opportunities cross-industry innovation approaches offer.

Session 2 Cross-industry tools & techniques

Learn how to structurally search for insights for your business challenges

Content:

- Cross-industry innovation: a systematic approach to innovation
- In-depth: 5 concrete tools to start your cross-industry innovation journey
- Learn to use 5 tools to real actual innovation challenges of the participants:
 - Apply the 21 ways for cross-industry innovation to your innovation challenge
 - Cross-industry searching on internet
 - Work with business synonyms: break your industry jargon
 - Transfer Map
 - Use the cross-industry jackpot

In this session the participants will get practical experience with various cross-industry innovation tools & approaches.

Session 3 Be an ideaDJ

Build your own cross-industry innovation capacity

Content:

- Break out of your silo
- Scanning for innovation opportunities
- The art of beautiful & powerful questions
- Business lessons can be learned from other industries, from art, nature or even organized crime...
- Create x-factor solutions
- Don't just combine elements, find the x-factor
- You need to use cross-industry tools to get out of your context
- Remix your industry (or another industry)
- Organizations need a 'remix strategy' to get new ideas & approaches & to convert these next practices into reality

In this session the participants work on their mindset and ability to steer their teams in the right directions to create new 'business remixes'.

Cross-Industry Innovation – Online Program – Get introduced

**Video: Meet Ramon Vullings outlining
the benefits of this program!**



Ramon Vullings Biography



Ramon Vullings is a cross-industry expert & ideaDJ.

He is an engaging international keynote speaker, wowing audiences around the globe. Author of 3 management books on business creativity and cross-sector innovation. Ramon speaks about bringing the outside world in and why remixing of ideas cross-sector is a smart strategy.

Ramon helps business leaders with strategies, tools & skills to look beyond the borders of their domain to transform their business in a smarter way. Learn more about Ramon Vullings via his [website](#).