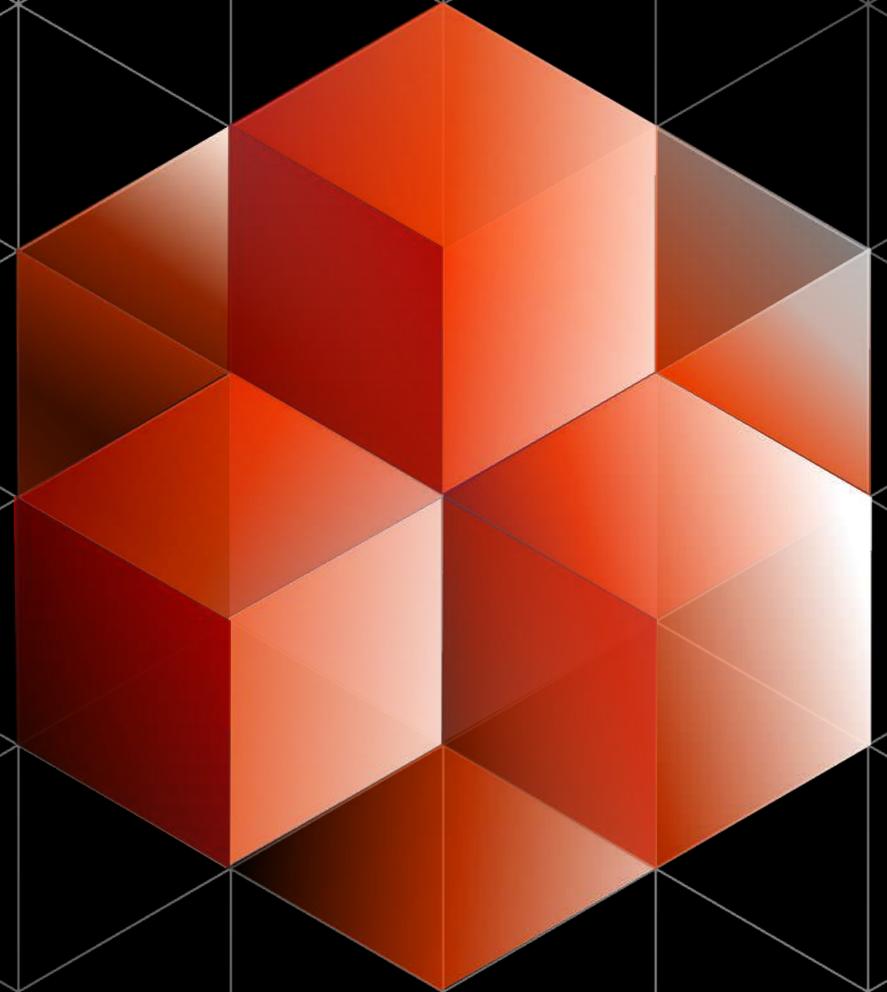


INNOVATION & STRATEGY MASTERCLASS

There is no valuable innovation without a meaningful strategy.

This series of masterclass provides the tools to create sustainable innovation based on a solid strategy and thanks to our professional leaders in each of the 6 topics studied during the masterclass.

Starts **October 31st, 2021**, in Dubai at Emirates Academy of Hospitality Management Campus



WHY PARTICIPATING?

- ◆ Benefit from the expertise of seasoned professional in their field
- ◆ Understand the conditions to successfully innovate
- ◆ Accelerate path to innovation
- ◆ Increase you innovation success rate
- ◆ Transform your organisation into a customer-centric business
- ◆ Leverage the diversity of profil within and outside your organisation
- ◆ Over a 6 week timeframe, every Sunday morning, during 4 hours
- ◆ Learning while mixing theory and practice applying it on a real case
- ◆ Gain a certificate of completion at the end of the 6 weeks



WHO

SHOULD PARTICIPATE?

- ◆ C-Level (Marketing, Operations, Technology, HR and Executive Officer)
- ◆ Innovation managers
- ◆ Marketing managers
- ◆ Digital managers
- ◆ Transformation managers
- ◆ Sales managers
- ◆ Scale Ups





A UNIQUE PARTNERSHIP

HOOKS Strategy & Innovation in collaboration with Emirates Hospitality Academy is offering you a series of sessions on INNOVATION by professionals with more than 20 years of expertise in their field.

These masterclasses will cover 6 of the most important topics and skills necessary to develop successful and sustainable innovations.

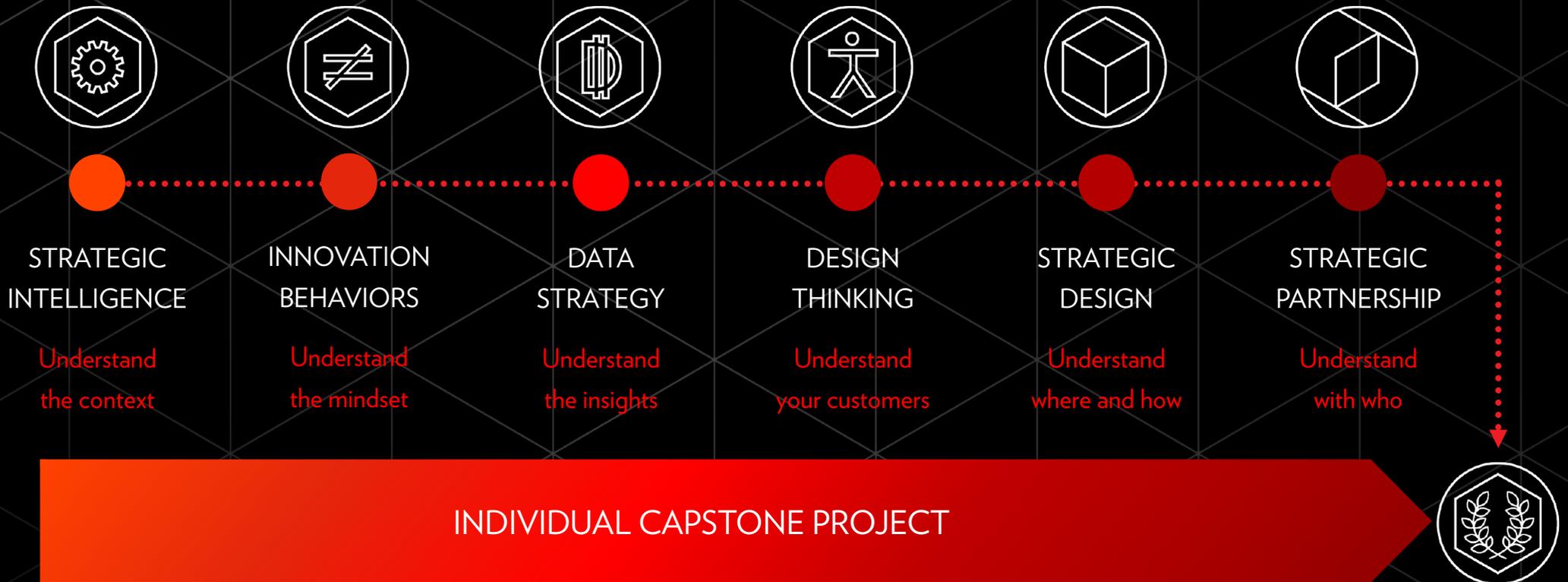
The Emirates Hospitality Academy campus is located in the heart of Dubai right in front of Burj Al Arab iconic hotel.

THE EMIRATES ACADEMY
OF HOSPITALITY MANAGEMENT



INNOVATION MASTERCLASS

OVERVIEW





STRATEGIC INTELLIGENCE WITH OLIVIER BARI TY



Olivier is a well-recognized specialist in Strategic Intelligence applied to international companies, with a focus on Tourism and Hospitality, Defense, Services, industries with a global approach for a very operational direct support.

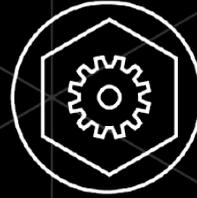
Former Vice-president of ACCOR group in Africa, Middle East Olivier was in charge of Strategic Intelligence and security. Previously Colonel in the French army, and representative of the French Special Operations Command for the North of Indian Ocean he was the Head of Indirect Actions and deputy Director of operations, in charge of prospective, anticipation and transformation for the Special Operations Command in Africa and in the Middle East.

In 2019 he co-founded with Nathalie de Gaulle, Princesp Strategy, a strategic intelligence consulting house.



STRATEGIC INTELLIGENCE

Understand the context



TOPICS COVERED

- What is Strategic Intelligence: A solution to identify risk, opportunities, long-term trends and help decision-makers
- Beyond tools, technics, and processes a new mindset
- Benefits of Strategic Intelligence
- Case study and Interactions

YOUR TAKE AWAY

- How to gather information
- How to process analysis
- Enable business continuity
- Anticipate and project your business
- Develop operational business solutions
- Perform business advantage





INNOVATION BEHAVIORS WITH HERVÉ COLLIGNON



Hervé is a seasoned expert in Innovation and Design Thinking methodology, with over 30 years of experience in multinational and the creative industry in the US, in Europe and in the Middle East.

He is the founding partner of HOOKS Strategy & Innovation and helps organisation embrace design approach as a strategic and innovation tool and worked with clients like Etisalat, Bulgari, Edwards Lifesciences, Tarkett, Kellogg's and Etihad Cargo, to name a few.



INNOVATION BEHAVIORS

Understand the mindset



TOPICS COVERED

- Context for innovation
- Factors to successfully innovate
- Innovation behaviors
- When apply which behavior?
- Creative methods

YOUR TAKE AWAY

- Understanding key success factor to innovate
- Assessing when and how to innovate
- Optimizing your natural skills
- Building strategically your alliance portfolio





DATA STRATEGY WITH BRICE ESCARGUEL



With extensive experience in designing and managing Data Transformation programs for retail, banking and travel players, Brice is highly skilled in Customer Marketing: loyalty, personalisation and customer engagement programs. Enthusiastic team leader with an ability to manage both consulting, data science, design and technical profiles with proven capabilities in structuring business development proposals, building long-term relationship with corporate officers, creating partnerships with leading Martech start-ups and designing consulting offers.



DATA STRATEGY

Understand the insights



TOPICS COVERED

- How to identify your Data Use cases and define their value added
- How to source the data that you need to convert each use case into reality
- What assets - tech / skills / processes - to support converting each use case into reality
- What should you do from tomorrow

YOUR TAKE AWAY

- A list of Data uses cases for your sector
- Internal and External data sources so that you know where to look
- A pragmatic Data plan for the next 3 months





DESIGN THINKING WITH RENÉ MASSATI



René is the founder of Vienna, Austria based innovation design studio PLAYROOM. He has been working in the field of corporate co-innovation with clients like Deutsche Bank, Oracle, Siemens Healthineers or BMW for 20 years, always pushing the limits of his clients by introducing them to the latest innovation methodologies and trends. He is a lecturer for Futures Thinking and Design Thinking at the University of Applied Sciences in Zurich, the Vienna University of Business and Economics and the Executive Academy.



DESIGN THINKING

Understand the consumer



TOPICS COVERED

- How can we make sure that we understand our customers?
- How can we shift from product orientation to human centered solutions with the help of design thinking?
- How do we stay on track on our journey from opportunity space to problem solution fit to solution-to-market fit?
- How can we frame a business problem the right way with the help of design thinking?

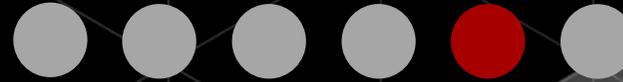
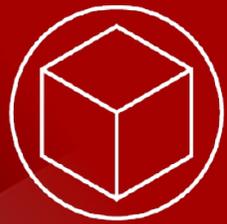
YOUR TAKE AWAY

- You will understand what design thinking is and what you might be able to use it for
- You will use a design thinking process during the workshop and by that get a deep understanding of its possibilities
- You will learn and profit from the experiences of others with design thinking through real life case studies





STRATEGIC DESIGN WITH HERVÉ COLLIGNON



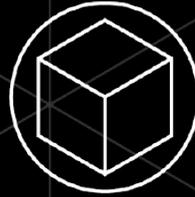
In collaboration with Dr Brigitte Borja de Mozotta and M. Steinar Vallade, Hervé is the co-author of a new business model to help organisations integrating design as a strategic discipline to grow businesses in addition of being an operational tool.

Hervé was a professor at EM Lyon Business School from 2013-2014. He is now Business Catalyst at HULT University for BA, MBA and e-MBA and a Design Strategy Adjunct Faculty at Dubai Institute of Design and Innovation.



STRATEGIC DESIGN

Understand the meaning



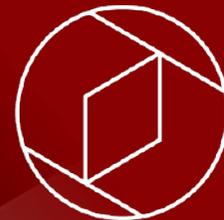
TOPICS COVERED

- Why Strategic Design is important?
- What are the 4 powers of Design...
- How to leverage these powers in an organisation
- When Strategic Design is most useful

YOUR TAKE AWAY

- Master the model
- Apply the 4 powers of Design strategically
- Understand how to transform your organisation
- Increase your Innovation success rate





STRATEGIC PARTNERSHIP WITH VÉRONIQUE BEZOU



Certified in Disruptive Strategy & Strategy Execution by Harvard Business School, Véronique Bezou has 10+ years experience in building corporate strategy in multinationals, with the projects of different sizes (up to €2bn) and of different types (greenfield, license, M&A, divestment, alliance) worldwide.

Her forte being External Growth with more than 30 partnerships initiated & executed, Véronique is a founder of CIF Strategic Partnerships and supports leadership teams in building partnerships, global or local, from initiation, structuring, negotiation, contracting up to execution.



STRATEGIC PARTNERSHIP

Understand the how



TOPICS COVERED

- Definition and types of partnerships
- When/Why/Who to think about a partnership?
- Choosing the right partner
- All stages of a partnership project and main pitfalls on the way
- Notion of Network Advantage

YOUR TAKE AWAY

- Understand the rationale of partnerships
- Using a Partner Assessment Tool
- Avoiding typical mistakes in partnership projects
- Building strategically your alliance portfolio



A LA CARTE MENU

In order to adapt to the complexity of nowadays calendars, participants can pick one or several of the subjects. They will get a certificate of participation.

Those willing to enroll for all the sessions will benefit from a discount price and will be able to apply the learnings on their own project That's what we call the **INDIVIDUAL CAPSTONE PROJECT**. A certificate of completion will be delivered at the end of the program.



CONTACT US

FOR MORE INFORMATION



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