

# Supported by

# Museum Development Yorkshire

## Everyday Innovation 2020

Have you ever wondered why your organisation can't break out of a rut and try new things? Then this is the programme for you. Following a successful pilot programme in 2019, we are offering a second opportunity for your museum to acquire skills and knowledge in **innovative thinking and behaviours**.

We partner with the University of York to bring you a leading expert in innovative thinking, experienced at working with organisations large and small, nationally and internationally. Through this programme, your museum will access her expertise and advice.

Join a group of up to 6 museums to develop your knowledge of how to introduce innovative thinking techniques into your museum, and how to translate those behaviours into specific plans for innovations large and small within your museum.

This is a specially designed two-day development programme to support museums with cultural change to significantly improve innovative thinking across their organisation.

The programme explores:

- Why a culture of everyday innovation is essential for the resilience of an organisation
- What leaders and teams can do to facilitate a more innovative culture
- How to shape your business model to better facilitate innovation
- How to use tools, techniques and processes to spark innovation and get tangible results from ideas, in alignment with your organisation's vision and business model

### Why should you apply?

- Are you aware that your organisation needs to change, but unable to generate or progress new ideas?
- Does your museum avoid new ways of working because of fear of failure?
- Do your team become frustrated when their ideas are not progressed?
- Are you aware of a need to be more innovative, but unsure how to make it happen?
- Have you struggled to implement new ideas and become disheartened?
- Would you really value expert advice and support for FREE?!

### What are the benefits?

- An opportunity to access high-quality training used in both the private and public sector
- Acquire tools and techniques for innovative thinking to use with your colleagues
- An opportunity to develop an idea, apply your skills, and work through an innovation project for your museum
- Learn alongside peers in a supportive environment – we're all in it together!

## Programme

- Two whole-day workshops and individual mentoring
- Action learning in between the workshops

We require the same two people from your organisation to attend both workshops. They should be in a position to influence change within your organisation, and have capacity to apply the training by developing a pilot innovation activity in between and following the workshops.

It is likely that this activity will be scheduled to run in the autumn, with a gap of approximately 4-6 weeks between the two one-day workshops.

## Types of project that you might develop with the support of this programme:

- New ways of working or changes to process, no matter how small
- Trialling a new offer for an existing audience
- Introducing methods to enable innovative thinking for your team or trustees
- Reviewing your museum's vision and focus

## What our previous participants said:

- *This fascinating and engaging course challenged us to think differently and alter our perspectives. The techniques can be used to deliver innovation in a strategic way but also to make incremental changes. The course offered time to be creative, be inspired by colleagues and to learn usable techniques.*
- *This session was so creatively taught that we learnt as a by-product of having fun.*
- *The course was inspirational, challenging (in a good way) and beneficial to my organisation.*
- *This was by far the most rewarding training of the year.*

## How might you use this training in your museum?

- *This course helped me realise that innovation doesn't have to be a big thing but can be lots of little things.*
- *I will use the tools and techniques taught to take ideas from concept to delivery of change or improvement.*
- *Develop an attitude of sharing ideas and not dismissing anything too early. Create a culture of innovation irrespective of budget.*
- *Using innovation techniques in sessions with staff and stakeholders to inform strategy development; embedding innovative culture in the organisation.*
- *Review current approach to visioning to define the problem more closely; enable a sustained period of idea creation; review the membership of the group.*
- *I will be using many of the tools and exercises to develop innovation in my team, and be more proactive about giving their ideas voice.*

## NEXT STEPS

Please email Jo Bartholomew by 25<sup>th</sup> August 2020:

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