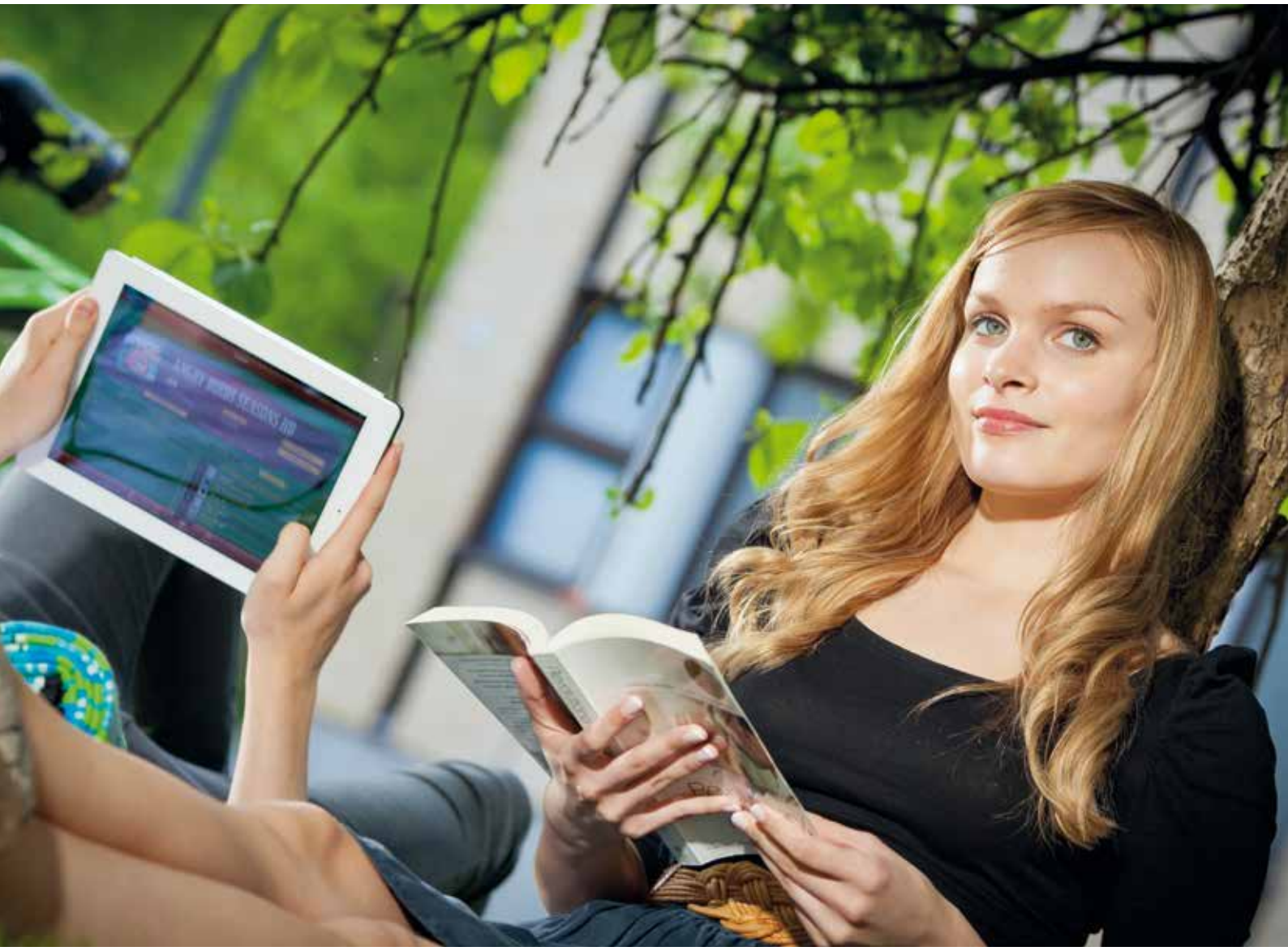
Innovation Week Coach Programme



JAMK - recognised as a High Quality Education Provider

JAMK University of Applied Sciences (JAMK) is an internationally oriented, multidisciplinary higher education institution offering Bachelor and Master-level degree education, vocational teacher education, open studies, continuing education, tailored training courses as well as versatile expert and laboratory services. JAMK also actively implements research and development activities that serve education and support both working life and regional development.

Internationally oriented university

JAMK University of Applied Sciences is the first higher education institution in Finland to have passed the international audit of the Finnsih Education Evaluation Centre (FINEEC)). The international audit team rewarded JAMK with a quality label in 2013, on the top of national quality label JAMK received already in 2007. In 2013, JAMK was awarded by the European Commission for being the most international higher education institution in Europe.

Entrepreneurship and innovations

JAMK's strategical goal is to be Finland's most entrepreneurship oriented university of applied sciences. Since 2006, JAMK has had its own incubator and innovation services and activities for students and staff, the JAMK Generator. The JAMK Generator generates collective action for the University of Applied Sciences including students, staff and the corporate world. One part of it, Tiimiakatemia (Team Academy) is the entrepreneurship centre of excellence (named byFINEEC) of JAMK University of Applied Sciences, providing entrepreneurial education with over 20 years of experience.

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Preconditions for organising the Innovation Week

- Committed local partners (e.g. companies, entrepreneurs)
- Minimum of 10 trained facilitators of the Innovation Week; Innovation Week Coaches
- A group of local students (100-200) who are interested in innovations and entrepreneurships
- A set of real working life based questions/ problems posed by the committed partners to be solved by the local students/participants of the Innovation Week
- Necessary facilities/tools to be used by students during the Innovation Week

Aim

- To build students' skills to participate in customer-driven innovation processes
- To certificate local trainers to organise and conduct Innovation Weeks independently after the pilot
- To solve real problems posed by employers in student teams coached by trained Innovation Week coaches

Target group

- Local trainers (up to 20 persons) with good English language skills, appropriate educational background and entrepreneurial attitude (phase I);
- Local students (up to 200 persons) from vocational and higher education institutions (phase III)

Deliverables

- Local trainers will receive a certificate to organise Innovation Weeks independently after the pilot as well as a toolkit of methods and templates to be used during the Innovation Weeks
- Local employers will receive a set of solutions for their problems
- Students will earn study credits to be approved as a part of their studies

Phases and content

The Innovation Week Coach programme consists of four phases:

Phase I

Train-the-Trainer:
4 days (online) + 4 days (contact)

- The phase I comprises of the theoretical part of the Innovation Week Coach Programme and the practical preparation for the Innovation Week.
- It provides an introduction of the theories, methods and the toolkit used in the delivery of the Innovation Week. It includes hands-on-exercises and a simulation of the Innovation Week.
- The Finnish contribution:
  - Finnish trainers provide a 4-day online training including webinars and learning assignments.
  - Two Finnish trainers deliver 4-day training of trainers in on the spot.

Content

Day 1: Why?

- Online lecture (2 hours) and personal/group assignment (6 hours)
- What is the role of new innovations?
- Introduction to the Innovation Week and basic philosophy of it.
- Each participant reflects on the role of innovations in one's own learning and research context. The reflections are reported.

Day 2: How?

- Online lecture (2 + 2 hours) and personal/group assignment 4 hours)
- What are the main theories behind the Innovation Week?
- Introduction to Service Design, Design Thinking, User Centred Design, Business Model Generation and Agile Project Management.

Day 3: What now?

- Online lecture (2 hours), personal/group assignmnet (4 hours) and interactive online discussion
- Practical preparation for the Innovation Week and focusing on the assignments from the industry.

Day 4: Who?

- Online lecture (2 + 2 hours) and personal/group assignment (4 hours)
- Consultative coaching, team work and co-creation.
- How coaches are working with the teams? How to meet a customer/end user? What is a good user study like?

Days 5-8: Innovation Week in practice (on the spot)

During these three days the participants get to know the Innovation Week toolkit materials and how to use them. They will gain own experience on solving the problems by these methods. They will be trained to coaching and using consultative working methods. They will get to know in practice what kind of things should be talked through and arranged with the industry partner (project owner), which kind facilities are needed during the Innovation Week etc.

- Certificates will be given to those who successfully pass the theoretical part of the trainers' programme.

Phase II

1-day Pre-event

- Introduction of the Innovation Week concept to local partners (local private and public organisations) by the local trainers with assistance from the Finnish trainers.
- In the Finnish implementation a group of 50 students (10 teams) are solving one assignment. In the trial run a suitable number of students for each case could be from 20 to 50.
- Formulating tasks/problems to be given to students in cooperation with the problem owners.
- The Finnish contribution:
  Two Finnish trainers provide advice to local coaches during the course of the event on the spot.

Phase III

4-day Innovation Week

Module 1. DEFINE the development project

- Presentation of the week and clients
- Background research of the design project
- Planning the customer surveys

Module 2. LEARN the customer point of view

- Customer surveys, discussions with the customers
- Analysis of the discussions and customer thinking
- Round-up of the customer thinking

Module 3. SOLVE the problem with new ideas and concepts

- Creating ideas for the solutions
- Creating concepts for the solutions
- Planning of quick tests

Module 4. TEST the concepts in practice

- Quick tests with the customers
- Documenting the process and the experiences

Module 5. SHARE your experience with the others

- Presenting the concepts, experiences and learning results to the clients and other students.

- The Finnish contribution:
  Two Finnish trainers deliver the Innovation Week with local coaches and certificate those coaches who manage to fulfil the set criteria.

Phase IV

1-day Post-event

- Summarising the results and lessons learnt by analysing feedback collected from students, trainers and partners, and studying the outcomes of the week.
- Finalising concepts/solutions that were introduced to local partners during the Innovation Week, and possible further discussion on continuation of cooperation between local employers, student groups and training institutions.
- The Finnish contribution:
  Finnish trainers provide advice for local coaches during the course of the event on the spot.

All the above-described phaseswill be developed and implemented in English.

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