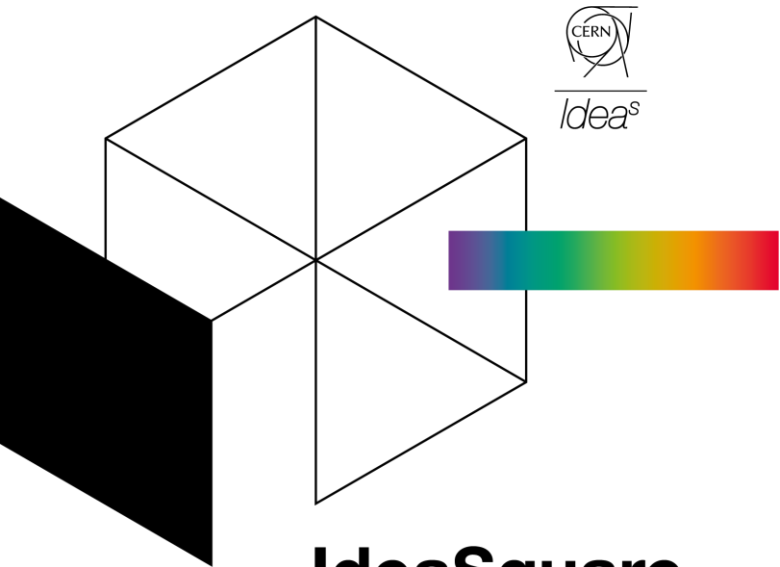


Executive programmes





IdeaSquare

The innovation space at CERN

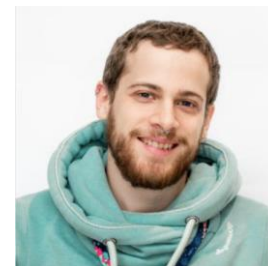
The team

Design:

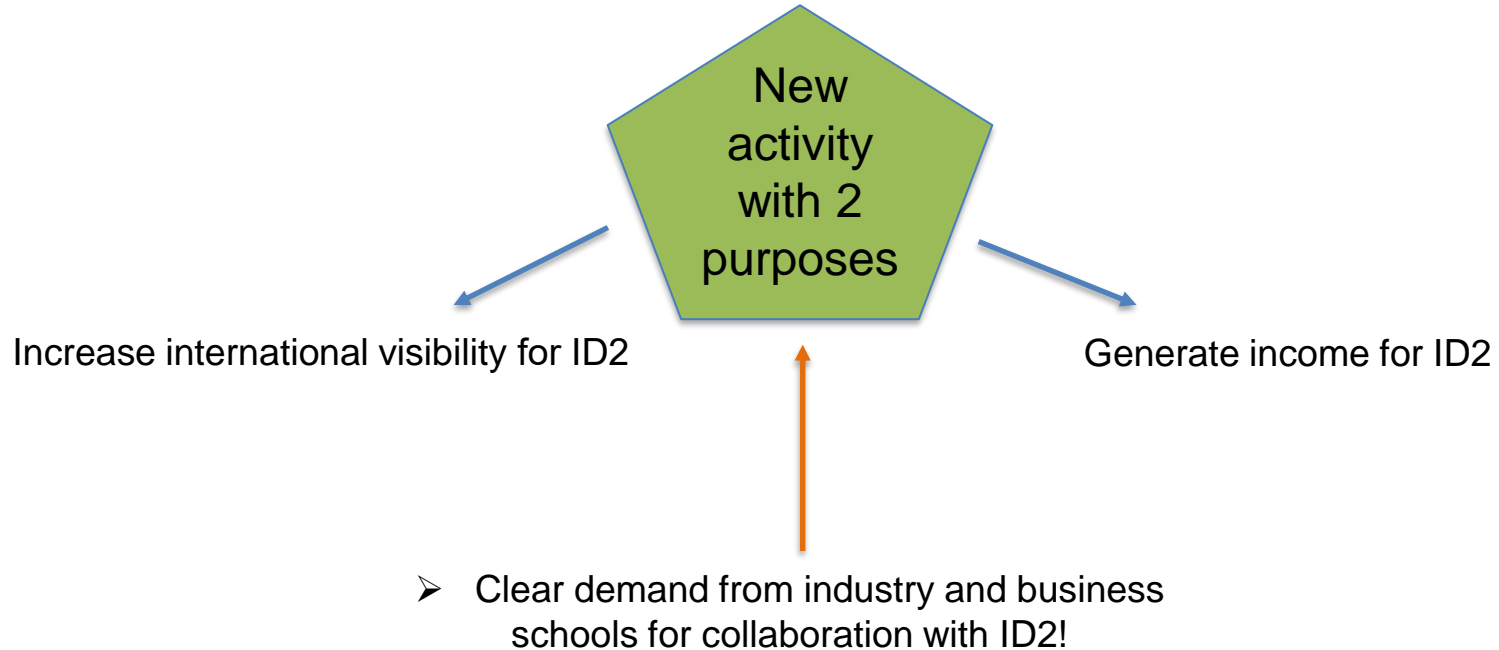
Pablo, Roy, Laëtitia and Catarina

Delivery:

Catarina, Ole, Pablo and Jimmy



Why do we do Executive Programmes?





What is our proposition?

Embracing 'uncertainty' as a key capability for future organisational and product innovation. We call it: 'Thinking like CERN!'

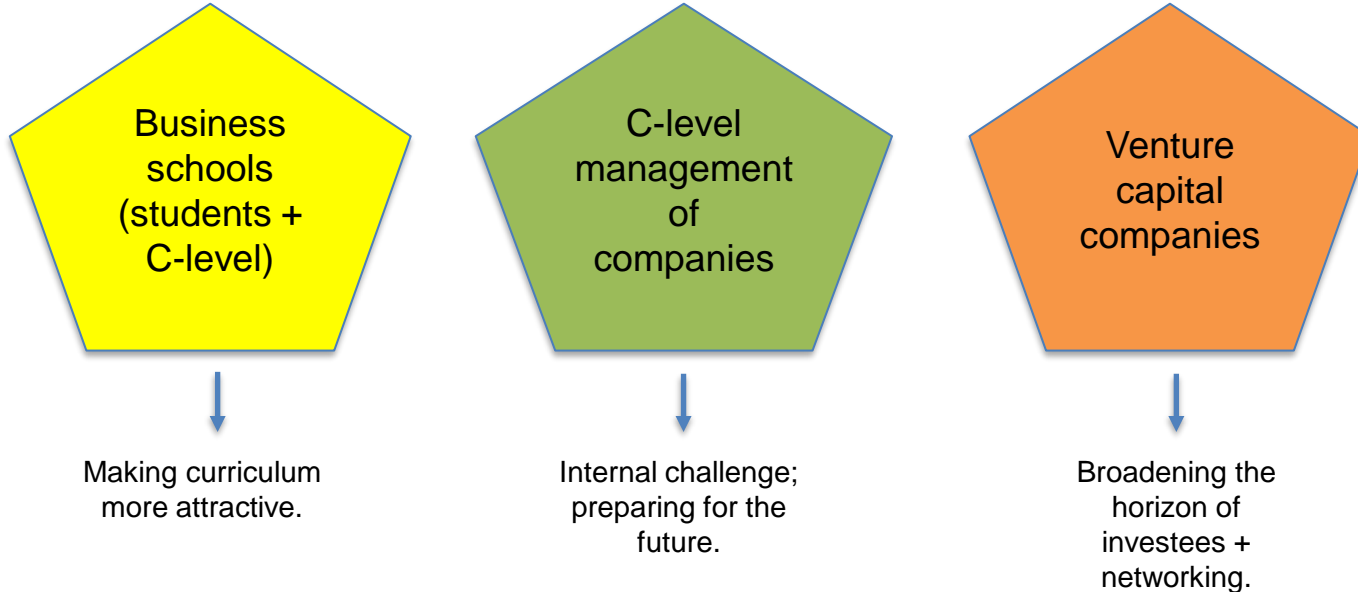
Why?

Our world has become highly non-linear and unpredictable, and small changes may have vast consequences (butterfly effect).

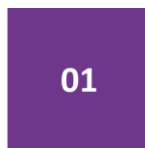
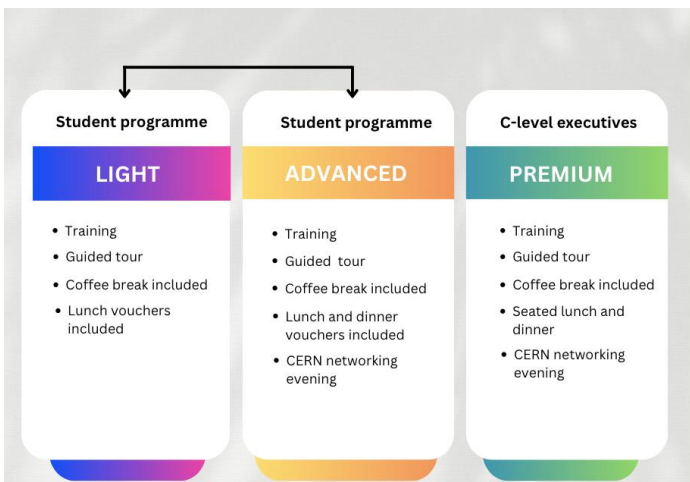
Thinking in terms of 'orders of magnitude' is an essential tool in meeting high levels of uncertainty. At CERN, we created the LHC under exactly such conditions.

In our Executive Training Programme, we share how uncertainty can be managed, and why big decisions should be taken on the basis of reasoned scientific calculation, not speculation.

Who are our customers?

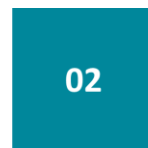


Our business proposition



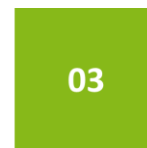
01
Tailoring
 Curating the IdeaSquare experience

Matching needs & expectations of the trainees and the training programme to the deep dive delivery.



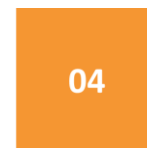
02
Deep dive
 Learning to 'think like CERN'

'Taking lessons from experimental physics to innovation. Includes 'order of magnitude thinking' and lateral thinking challenges.



03
Immersion
 Visits to CERN experiments & meeting members of the scientific community

Exploring the CERN campus and its breakthrough Experiments. Exchange with CERN scientists.



04
Synthesis
 Sharing the findings & turning insights into actions

Open discussion on connecting the IdeaSquare learning experience to organisational innovation challenges and ambitions. How to turn ideas into action innovation.

TAILORING	DEEP DIVE	IMMERSION	SYNTHESIS
<p>Activity: For each Training group (Executive trainees or Master-level students), we will co-create the deep dive with IMD to deliver a programme that is targeted in terms of the group's sector, background & experience, as well as the specific needs/challenges of the organisation/students and the place of the IdeaSquare training within the context of the IMD Management Programme. We will ensure that trends, examples and approaches used during the deep dive, connect with the sector/Master-level and the (management) style of the group. The comprehensiveness and level of depth of the training programme will be adjusted to the available time that the group will spend at IdeaSquare.</p>	<p>Activities: The deep dive is a combination of presentations, practical challenges, exercises and evaluations to let trainees experience the relevance and power of exponential thinking apply 'order of magnitude calculations. Trainees will identify ripple effects from (un)intentional actions in an increasingly non-linear and unpredictable world. In other words: trainees will learn to 'think like CERN'.</p> <p>The deep dive is based on experiential and transformative learning principles developed and tested at IdeaSquare.</p>	<p>Activities: The trainees will be taken to several on-campus scientific Experiments to see how exponential thinking has been put into practice at CERN. Specialist guides will be available to explain how through collaborative iteration, complex technical problems and technology choices are made in an environment that is highly dynamic, non-linear and unpredictable. Specific visits may include: CMS Experiment, Antimatter Factory, Computing Centre (incl. birthplace of www.), LERW/LINAC.</p> <p>During the trainees' stay at IdeaSquare, one or more networking events (incl. dinner) will be organised on-campus to allow direct interaction between the trainees and key CERN physicists. The aim of these meetings is to foster informal discussions on the implementation of CERN's approach to breakthrough innovation' and its possible application in business environments.</p>	<p>Activities: The IdeaSquare team will moderate an in-depth session where the trainees discuss how they could implement the learnings into forward business planning. Not only will we challenge the trainees to consider their sector/business ambitions in the context of long-term dynamics, but also place ambitions in the wider framework of global societal development goals. The trainees should use the learning experience from the deep dive to identify strong drivers for breakthrough innovation, and define an initial pathway to start the process of actually innovating.</p>
<p>Expected outcome: Clearly defined learning goals, and a group-specific training programme.</p>	<p>Expected learning outcome: Application of exponential thinking and order of magnitude calculations to identify long-term strategic innovation goals.</p>	<p>Expected learning outcome: Create a strong visual understanding of the translation of exponential thinking into tangible instruments and actions for (open) innovation.</p>	<p>Expected learning outcome: Application of deep dive learning experience to the trainees' own environment, resulting in discussions and arguments based on the scientific calculation method, and identification of action points.</p>
<p>Expected time investment: The optimal delivery of the IdeaSquare training programme, is 1 full day for Executive trainees, and 3 full days for Master-level students. During the tailoring block, we will adapt the training programme to the available time at IdeaSquare. This means that some blocks could be shortened or discarded in order to fit with time-availability, or that certain training goals are reduced in scope or size.</p>			

Achievements & pipeline

Successful pilots in 2024:

- ✓ IMD Lausanne, with Grundfoss management
- ✓ Inditex (ES)



INDITEX

Forthcoming visits:

- IMD Lausanne
- Austrian Chamber of Commerce
- EMERALD Venture (US)
- INSEAD
- Office de Promotion, des Industries et des Technologies (EHL)



Impact



- ✓ **Re-use of available knowledge and training programme content to create additional revenue stream.**
- ✓ **Generate wider visibility & recognition about ID2 training activities.**
- Activity will generate moderate contribution (30-60K annually), which pays for new 3d-printers, replacements (mech./electr. shops), consumables, ID2 cleaning etc.



Highlights

- ✓ Completed thus far:
 - created a business case and an offer
 - ran several successful pilots to test proposition, training needs & approach, potential demand & revenue
- ✓ What we have learned:
 - tailor-made programme is essential
 - business schools over-promise but under-deliver in terms of commitment
 - we are still experimenting with pricing
 - executive programme will only provide very limited additional funding for ID2
- Next steps:
 - Publish the Executive Programme website (final draft is available)
 - put more effort into finding more clients
 - make the experience more « professional » for C-level customers

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