

The Hertfordshire Service Innovation Programme

OVERVIEW

An exclusive executive education course for leaders of Hertfordshire based businesses.

Application deadline 16/12/21



Royal College of Art
Postgraduate Art & Design

Hertfordshire
Local Enterprise
Partnership



Estu

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Local Enterprise
Partnership



“As Hertfordshire moves out of the acute recovery phase from COVID, supporting our high-growth businesses will be key to future economic activity and productivity. The *LEP*’s Enterprise and Innovation Strategy focuses on the breadth of enterprise and innovation across 60,000 businesses, offering particular opportunities for high value and ‘additional’ growth which will equip Hertfordshire to compete internationally as well as nationally. This programme is a prime example of that innovative approach being developed by the *LEP* in partnership with prestigious organisations.”

Nitin Dahad, *Hertfordshire LEP* Board Member /
Chair *Enterprise and Innovation Board*

Introduction

On behalf of **Hertfordshire LEP, Estu** and its partner, the **Royal College of Art (RCA)** are delivering an exclusive executive programme for Hertfordshire businesses:

The Hertfordshire Service Innovation Programme.

This powerful partnership brings together teaching from the world's No 1 ranked design University with business growth specialists.

Over two weeks (Foundation) or eight weeks (Practitioner) participants will learn to apply customer centric design principles to their business. They will develop a plan that leads to better customer experience, successful innovation and improved business value.

The WHY

The course is a response to exciting growth opportunities for businesses in key sectors in Hertfordshire and requests from businesses for high quality and specific support to evolve their models to capture that value.

The HOW

For both the *Foundation* and the *Practitioner* Programme, learning will take place online with a **rich virtual learning environment, live real time and interactive presentations** that will be recorded for participants, **online workshops in breakout rooms** as participants undertake project work and an **experiential project brief that enables participants to apply their learning to a real life project.**

The *Foundation* Programme has 4 x 2.5 hour sessions.

The *Practitioner* Programme has 10 x 2.5 hour sessions.

These are complemented by some additional project group activities to reinforce the learning from the taught sessions, and to help participants apply this learning to their own business opportunities.

Modules

PRACTITIONER LEVEL

1	New Models of Innovation
2	Transforming the customer value for the “new normal”
3	Digital Transformation and Data enabled Innovation
4	Creative Workshop
5	Business Model Innovation and creating a compelling value proposition
6	Tutorial: Creating an integrated service proposition and business model
7	Your business as a platform and creating an innovation platform
8	Translating your new service proposition into a commercial business case
9	Tutorial: Putting it all together to deliver an integrated value proposition
10	The Grande Finale

What to expect

Teaching from the **World's number 1 ranked design university**

Stretching content for senior leadership team from **top industry practitioners**

Blended delivery to **fit around work schedules**

Support to develop and implement plans

Small group tutorials with expert practitioners

Powerful commercial **connections with peers and industry**

Free to participants.
Programme fees funded by the Hertfordshire LEP

Small number on pilot – one-off opportunity to engage now

Course Directors



Nick de Leon: *Royal College of Art*

Nick is Executive Education and Knowledge Exchange Lead in the Royal College of Art School of Design, where he leads the development of the School's research and knowledge exchange relations. Nick received his PhD from *Imperial College Business School*. Nick has an engineering degree from *Imperial College* and a Master's degree in Industrial Design from the *Royal College of Art*. He began his career as an industrial designer at *IBM*, moving from designing products then services, through to developing entire new businesses in his role as Business Development Director for *IBM's* Global Services division in Europe.



Clive Grinyer: *Royal College of Art*

Clive is an acknowledged expert in service design, design thinking and digital and technology innovation who has led award-winning design teams for companies around the globe Clive started in design consultancy *Ideo* in London and San Francisco before co-founding design company *Tangerine* with Martin Darbyshire and future *Apple* design chief and *RCA* Chancellor Jony Ive. He went onto build and lead design teams for *Orange*, *Samsung* and *Cisco* and was Director of Service Design for *Barclays*.



Simon Littlewood: *Estu*

Simon is the CEO of *Estu*, a Leadership & Development business with programmes proven to deliver business results & personal growth for learners. His work as a Partner at *Grant Thornton* included the creation of the *Business Growth Services Dept* which he led for 10 years. Professional Services industry peers voted for his projects to win the *Managing Partner Forum's Most Innovative Client Service* award in 2018 & 2019 & Industry Game Changer runner up at the *Growth Investor Awards*. He is strategic adviser to Gov Depts BEIS & DIT and accepted his invitation to the Programme Advisory Board for the *Cranfield Executive MBA*.

Further Information

Dates

Programmes starting January 2022

Application deadline 16th December 2021

Contact

For further information, application support and to apply for a funded placed on the programme go to:

www.hertfordshirelep.com/business/service-innovation/

or contact: support@estuglobal.com



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