



INNOVATION LAB

27 September – 05 October 2021

Online Version

Abstract

“The riskiest thing we can do is just maintain the status quo.”

Bob Iger

The concept of innovation lies deeply nestled in the liberal heart. Our attachment to freedom, our belief in the human spirit, and our commitment towards progress across the globe, means that liberal organisations should be incubators of innovative approaches. Our organisations should have deeply entrenched internal cultures that compel us to do things differently, to see opportunities, and to have a constant appetite for change. And yet, the reality is that despite this inherent attachment to innovation, freedom-loving organisations too are often seen doing the same thing, in the same way, over and over again for many years.

We believe that the motto ‘innovate or die’ applies as much to political or not-for-profit organisations, as it does to the corporate sector. Our inability to see opportunities for change, to find new ways to connect with audiences or clients, to respond to the latest trends and needs, and to use innovative methods and technologies, will inevitably stand in the way of our success, or worse yet, our survival. And, when the stakes are high, as it is for many of us working towards a freer world, we can’t afford to fail.

When we innovate, we conceptualise and create new offers, products, processes, messages or services that address the needs and wants of our users, our target audiences, and clients. We also review and renew internal processes to increase the efficiency and effectiveness of our organisations, provided we create a culture in our organisation that enables this renewal process. This means that a commitment towards innovation extends to a commitment to shaping an organisational culture that enables individuals and teams to see the world differently, and to embrace experimentation and failure as necessary pathways to innovation.

Sometimes, innovation is prompted by an organisation’s commitment towards doing things differently and actively seeking new ideas to experiment with. But, innovation can also be the result of an organisation’s response to a crisis, and through the ages organisations have been compelled to innovate in order to survive the storms they have faced.

The Covid-19 pandemic has been no exception. Innovating products, processes and business models have become a necessity for survival and for adapting to a rapidly changing context or business environment. This seminar will therefore also explore the Restart 2021! theme that has been set by the Friedrich Naumann Foundation for Freedom in drawing learnings from the crisis as we move towards our recovery.

Subjects

The Innovation Lab encourages participants to explore the concept of innovation for their own organisations. We will ask what it takes for an individual to be innovative and to drive change through their own way of being. We will explore how individual innovation requires a conducive organisational context, culture and a cognitive environment that invites innovation. Particular capacities will be identified to manage a process of change, discomfort and disruption with the support of stakeholders. We will introduce practical and tested methods throughout the course of the seminar in real-life case studies.

Participants will hear from experts working in the field of innovation, and will also have the opportunity to see actual examples of organisations that have succeeded in entrenching a number of innovative practices and thereby creating an internal culture of constant innovation.

Participants will also consider the Foundation's Restart 2021! theme, and draw on their own reflections and learnings from the past 18 months in order to fully seize the opportunity of the present.

Methodology

This seminar will draw on a number of participatory methodologies, including:

- Gathering a group of like-minded peers who will actively build relationships with one another;
- Practicing an innovative mind-set in guided exercises;
- Identifying suitable organisational structures for innovation;
- Exploring innovations through collaborative sessions;
- Engaging and reflecting during a series of pair conversations;
- Learning from interesting and innovative practices and experts.

This seminar is a highly interactive experience with English as the language of instruction and conversation. This seminar is not a series of online lectures. Participants will be required to engage actively, utilising digital platforms, from a learning-conducive environment, and with a device that is not a mobile phone.

Some sessions will have the entire group of participants gather, while others will be in regional groups to accommodate time zone differences. There will also be 1-on-1 meetings with the facilitators and fellow participants which participants can manage at their own pace.

Target Group

This seminar is best suited to individuals in leadership positions in FNF partner organisations who work with innovation, or who are interested in bringing more innovation to their organisation. This seminar is also ideal for FNF project directors or managers in project offices with a knack for innovative solutions or methods.

Ideally, participants have several years of working experience, a degree of decision-making authority in their organisations, and can look back to concrete examples of success or failure during their experience of implementing innovation in their teams and organisations.

Structure *(Times indicated in UTC+2)*

Monday, 27 September:	Session 1, 14h00 - 16h00 (Global)
Tuesday, 28 September:	Session 2, 14h00 - 16h00 (Global)
Wednesday, 29 September:	East Region - Session 3, 10h00 - 12h30 or West Region - Session 3, 15h00 - 17h30 <i>Participants can choose to attend one of these sessions in a regional group</i>
Thursday, 30 September:	Session 4: 14h00 - 16h00 Optional 1-on-1 sessions with the facilitators
Friday, 01 October:	Session 5: 14h00 - 16h00 Optional 1-on-1 sessions with the facilitators
Saturday, 02 October:	Self-organised groupwork
Sunday, 03 October:	Self-organised groupwork
Monday, 04 October:	East Region - Session 6, 10h00 - 12h30 or West Region - Session 6, 15h00 - 17h30 <i>Participants can choose to attend one of these sessions in a regional group</i>
Tuesday, 05 October	Session 7: 14h00 - 16h00

Facilitators



Marike Groenewald

Marike Groenewald is the founder of Anew, an organisational and leadership development consultancy based in Cape Town, South Africa. Holding a Masters Degree in Law, Marike has pursued a career as a developer of people and facilitator over many years, and in various organisations. She was until 2015 employed by a political party, South Africa's Official Opposition - the Democratic Alliance - as the Executive Director of Development and Learning. In this role, Marike was responsible for the development and learning needs of almost 700 members of staff and nearly 2000 public representatives.

Marike also served for nearly eight years as the Director of the DA's Young Leaders Programme, the party's flagship year-long leadership development course and the only programme of its kind in the world.

In November 2016, Marike graduated as an Ontological Coach through Australia's Newfield Institute. Marike's professional focus, interest and experience lie in the fields of leadership development, specialist and niche leadership programme design and consulting, organisational change, advanced personal and team development, facilitation and coaching. Marike is an accredited facilitator of the Thinking Environment and is passionate about creating a space where individuals can think at their best, and for themselves with ease, courage and freedom in all the interventions and programmes that she is involved with.

In 2015, Marike was selected as one of the Mail and Guardian's 200 young South Africans. She is a fellow of the 2016 Westerwelle Foundation's Young Founders Programme and in 2018 Marike presented a TEDx talk in Germany on courage. Marike works with leaders, start-ups, political parties, think tanks, NGOs, and companies around the world and regularly facilitates seminars at the International Academy for Leadership in Germany.



Rainer Heufers

Rainer Heufers is the founder and Managing Director of Siap Solutions Pte Ltd, a Singapore-based consulting firm that provides strategic counseling, public policy consulting, leadership training, and other services to international think tanks, political parties, corporations, and government agencies. He is also the co-founder and Executive Director of the Center for Indonesian Policy Studies in Jakarta/Indonesia and a Senior Fellow of the Atlas Network in Washington DC. From 1999 to 2011 he represented the Friedrich Naumann Foundation for Liberty in several Asian nations and supported the development of the Economic Freedom Network Asia. Prior to this he had been specialized in researching China's economic and social transition towards a market economy. Over the years he has been coaching teams and individual staff members of FNF around the world as well as facilitating workshops and seminars of FNF and IAF on various topics including Leadership, Facilitation, Strategic Planning, Climate Change and the Economy.



Hannah Maxie Frost

Hannah Maxie Frost has been working at the Vienna University of Economics and Business since November 2017. From 2017-2020 she was responsible for the project communication management of the 'Sustainability Challenge', a transdisciplinary master course with a service learning and start-up track. At the moment she is working as head of research and dissemination for the Erasmus+ Knowledge Alliance 'SDGs Labs' and as start-up trainer and mentor for the Erasmus+ Knowledge Alliance 'BUILD'. She has a background in international cultural and business studies, urban development, as well as international development studies. Her main interests are competencies and skills for change makers, as well as the development of new and transdisciplinary curricula and learning environments for higher education institutions and start-up programmes dedicated to sustainability, value creation and impact.

The Foundation

We, the Friedrich Naumann Foundation for Freedom, promote individual liberty, free and open societies and free markets in Germany and throughout the world. To us freedom is the guiding principle in policy making. We believe that free and open societies are the only societies that allow human beings to decide for themselves what is best, to develop their full potential and to pursue their dreams. This is what we mean when we claim to value human dignity. And it is freedom that produces prosperity. Together with our counterparts – who all share a similar set of values – we support initiatives in Germany and abroad that serve to enhance respect for the rule of law, private property and human rights, that foster tolerance and that strengthen economic freedom rights and democracy.



The programmes of the Foundation's International Academy for Leadership (IAF) form an integral part of our international work and offer Liberals from all parts of the world opportunities to engage in dialogue, an exchange of ideas, networking and mutual cooperation. We aim to inspire.

Venue: Online

Language: English

Registration: 27 August 2021

Registration fee: 0,00 €

