

# Future skills trainings

## Jiří Benedikt

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Series of courses and workshops 2020





#### Instructor profile

# Jiří Benedikt

Trainer, consultant

Lean | Design thinking | Digital skills

Freelance trainer and consultant. His clients are Škoda Auto, Johnson&Johnson and others in the Czech Republic and worldwide. He studied at the University of Economics in Prague and Hong Kong University of Science and Technology. He worked 5 years at PwC helping their clients increase operational performance and 3 years as a CEO of an investor backed startup. He walks mountains, climbs rocks and loves books.

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# Future skills: Workshops and trainings

## Instructor: Jiří Benedikt


### Creating new products, services and processes



**Bestseller**

**Design thinking 1: Workshop**  
2 days


- Customer experience
- Empathy
- Prototyping



**Nové**

**Design thinking 2: Customer&empathy**  
1 day

- Customer research
- Journey mapping
- Jobs to be done




**Nové**

**Design thinking 3: Making new things**  
1 day


- User experience (UX)
- Employee experience
- Service design

### Personal growth for future



**Creativity: From ideas to action**  
1 day

- Creative techniques
- Team creativity
- Making things happen




**Trend**

**Adaptability**  
1 day

- Increasing adaptability
- Brain neuroplasticity
- What science knows


### Digital transformation



**Bestseller**


**Agile thinking**  
1 day

- What agile means
- Scrum, agile projects
- Squads, Tribes, Chapters




**Leading innovation**  
1 day

- Strategic management
- Measuring success
- Innovation models




**Innovation skills**  
1 day

- Innovation projects
- Generating ideas
- Digital tools 2020



**Lean startup and Business model**  
1 day

- Lean startup
- Business model canvas
- Disruptive innovation



**Trend**

**Change management**  
1 day

- Practical tips for change
- Influencing and exciting
- Facing resistance



# Design thinking 1: Workshop

Two-day interactive, hi-energy workshop  
for 5 to 12 participants (9am - 5pm)

Bestseller

Customer experience

Empathic interviews

Designing products, services and processes

Building prototypes – Lo-fidelity prototyping,

Wireframes, Storyboarding, landing pages

Testing new ideas

Managing innovation projects

## Course goal

Build a team of great innovators. The goal is for them to understand, that innovation is not magic, but a structured process you can learn and use while running an innovation project. The participants will learn how to understand and empathize the into the customer, map the customer experience and use it to build quick prototypes. This will help them make new products, services or processes for your company in just hours or days.

## Audience

Members of innovation projects and innovation enthusiasts of all levels. For teams or groups across the company. For both beginners and experienced innovators. I often do this workshop also for management and leadership groups as an introduction to the topic, inspiration and understanding how to approach innovation and what to expect from their people.

## What will we do

This is a practical, high-energy workshop - The participants will work on set challenge from the environment of their company based on what is in focus right now. It can be set by management. In five steps of Design thinking, they will try customer workshops, problem statement, idea generation and building and testing simple prototypes of products, services and processes. The output of the workshop is a tangible, tested solution as a first step to implementing an innovation.

## Course outcomes

- Understanding, how customer feels interacting with a product, brand or services to be able to build things customers love
- Create simple concept of a new idea on paper
- Test idea for utility, usability and emotion with customers
- **After this training, participants will be able to work on innovation projects and independently use tools and methods of Design thinking**



# Design thinking 2: Customer and empathy

One-day interactive, hi-energy workshop  
for 5 to 12 participants (9am - 5pm)

New

Customer Experience mapping

Journey mapping

Competition benchmarking

Jobs to be done framework

Graphic facilitation

## Course goal

The key to success of innovation of products and services is deep understanding of customer, their needs, problems, goals and aspirations. The participants will learn a whole set of methods how to map customer experience, customer journey, build customer personas. This will help to improve the success ratio of innovation projects.

## Audience

For alumni of Design thinking 1 or 3 or innovators and innovation projects team members and leaders that want to improve their skills to bring more value to the customer and the company.

## What will we do

The participants will practice and deeply understand many methods that will help them uncover deep desires and understand thinking of customers. We will practice the methods on a series of practical examples from your company. The participant will also learn advanced methods of customer journey mapping, user experience, building the ideal state and defining steps how to get there.

## Course outcomes

- Design disruptive changes in customer experience using visualization and graphic facilitation
- Uncover new insights thanks to correct way of conduction empathic interviews
- Work with customer data to understand customer types and its distribution in target group
- Better understand social, emotional and practical needs of customers to serve them better



# Design thinking 3: Making new things

One-day interactive, hi-energy workshop  
for 5 to 12 participants (9am - 5pm)

New

Storytelling – how get buy-in for your ideas

Employee experience

User Experience design

Service design

## Course goal

The goal is to help innovators bring more value to the customer and the company by using advanced methods and tools across all stages of innovation projects.

## Audience

For alumni of Design thinking 1 or 2 or innovators and innovation projects team members and leaders wanting to improve their skills to bring more value to the customer and the company.

## What will we do

Learn not just how to make things, but also how to do the storytelling part. Storytelling is an ability to communicate, why your idea is interesting and how it will help customer solve their problems. The second topic is employee experience, which is application of Design thinking concepts inside the company, having an employee as an internal customer. We will also learn about User experience design – how great digital apps and other products are built and what makes them world-class and successful.

## Course outcomes

- Advanced skills in innovation projects
- Effective communication, why an idea is interesting and how it will help the customer and the company
- Increase employee happiness by doing employee experience projects
- Understanding User experience design (UX) and how world class companies build their apps and digital products



# Agile thinking

One-day interactive, hi-energy workshop  
for 5 to 12 participants (9am - 5pm)

Bestseller

What does agile mean

Agile vs. traditional project management

Introduction to SCRUM

Self-organized teams

Spotify model of work

(Squads, Tribes, Chapters)

Digital tools for agile projects

(Trello, Asana, Slack, Jira, Microsoft teams)

## Course goal

Understand and learn how agile thinking can help the company deliver innovation faster. Learn how agile can help run projects faster, with lower costs, lower risks. How to build a working agile culture.

## Audience

For all employees of a company undergoing digital or agile transformation.

## What will we do

Practical examples will help participants to learn agile methods like sprint, kanban, backlog or daily standup, understand agile principles like incremental work or self organized teams. They will experience how big the positive difference between tradition and agile approach can be. They will learn how to implement these tools into internal project management and company organization structure.

Case studies are an important part of the course, using examples and stories from companies successfully using the agile approach, such as Google, ING, Spotify or Netflix.

## Course outcomes

- Understanding what agile is and how to apply it on personal, team and company level
- Fundamentals of SCRUM method
- Useful methods for daily work: Kanban, Backlog, Daily standup
- How self-organized teams work and how to apply these concepts successfully
- How to manage projects using modern digital tools



# Leading innovation

One-day interactive, hi-energy workshop  
for 5 to 12 participants (9am - 5pm)

Integration of strategy and innovation projects

Innovation projects portfolio

Managing risks of innovation

Innovation models

Sources of innovation in a company

Building innovation culture

Disruptive innovation, exponential technology

Cooperation with startups

## Course goal

Give the top management both practical and theoretical framework for strategic management of innovation: How to link company strategy to innovation project, manage risks and lead innovation teams. The goal is also to provide an overview of trends in the world of digital transformation.

## Audience

Company management and leadership groups

## What will we do

In the first half of the workshops, we will use a series of case studies to understand how world-class companies turn their strategy to innovation projects and how they measure results of innovation project and systematically manage risks and how they set roles and responsibilities for innovation and build innovation culture.

In the second half, leaders will turn the framework into the environment of the company and discuss and improve their innovation strategy. The facilitator will help the participants come up with set of tangible, actionable steps to execute innovation strategy and build innovation culture.

## Course outcomes

- Inspiration how to support an innovation culture led by enthusiasm of employees, not by authority
- An overview of current trends in innovation and digital transformation.
- How to reduce risk in innovation projects
- Set of tangible, actionable steps to execute innovation strategy and build innovation culture





# Innovation skills

One-day interactive, hi-energy workshop  
for 5 to 12 participants (9am - 5pm)

What is innovation and how it is made

How to generate new improvement ideas

Innovation project management

Digital tools for innovation projects

(Trello, Asana, Slack, Jira, Microsoft teams)

Running company-wide innovation challenges

How to overcome the resistance to change  
and get results

## Course goal

Innovation is not magic, but a structured process, just like marketing, HR or sales processes. This process can be learned. This training helps participants learn not just how to produce great ideas, but mainly how to run project to turn this ideas into results, manage innovation risk and build value your customer and your company.

## Audience

For all that want to or have to innovate or lead innovation projects in their team or oversee them. Especially for team managers (all levels), project managers and team members.

## What will we do

The hi-energy, interactive workshop will be full of practical exercises, examples from world-class companies and discussions on how to bring more innovation to your company. The participants will learn how to lead innovation projects in a structured way, how to come up with new ideas, present them to the leadership and excite the others for change.

## Course outcomes

- Innovation project management skills and tools
- How to inspire people around you to think beyond their job description and come with new things
- How to identify innovation opportunities
- How to evaluate, test and reduce risk of ideas
- How to implement ideas quickly and get positive results and improve customer satisfaction
- How world-class companies innovate and what are the trends



# Lean startup + Business model innovation

One-day interactive, hi-energy workshop  
for 5 to 12 participants (9am - 5pm)

Lean Startup

Business model canvas

Value proposition canvas

Build—measure-learn cycle

Conducting experiments

Landing pages, digital tools

## Course goal

Business model is a way how organizations create value for the customer: Products or services, that is possible to make, customers want it and are willing to pay for them. Innovation of business model changes not just the product or service, but the whole system from price structure, costs, marketing and distribution. The goal of this training is to teach participants how to use Lean Startup and Business model canvas to create amazing value for their customers and companies.

## Audience

For innovators, that want to understand innovation on the strategic levels, learn the tools and implement things.

## What will we do

Interactive, hi-energy workshop as a mix of examples, short exercises and case studies for participants to learn how to manage technology, market and financial risk of innovation, how to test assumptions and evaluate them. The participant will work on a set topic from your company and will practice planning a go-to-market strategy for a new product. They will also practice using digital tools for testing interest using landing pages.

## Course outcomes

- Ability to systematically plan product or service market launch using Business model canvas tool
- Reducing risk thanks to simple experiments in a controlled environment. They will learn the method of evidence-based assumption testing using the Lean Startup method
- Ability to build simple web pages for testing interest (landing pages) and using digital tools to evaluate data from them



# Change management

One-day interactive, hi-energy workshop  
for 5 to 12 participants (9am - 5pm)

Trending

How to build excitement for change

Communication plan

Stakeholder management

How to face resistance

How to talk to leadership and get buy-in

Typical situations and how to solve them

## Course goal

Coming up with an idea is important, but it is just the beginning. This training teaches participants, how to promote change, deliver things, face resistance to change, improve the company and get results

## Audience

For leaders and members of innovation teams and managers. For everyone that face the difficult task to change something for better in a large organizations and that want to learn principles, tools and ideas how to get things done.

## What will we do

This training is built on stories of individuals that were able to change things in a large organization or in society despite strong resistance and without formal powers. We will deconstruct the cases, discuss what was the source of success and will try to apply similar approaches on company case studies. We will also learn with proven-tools of change management like communication plan or stakeholder management. The participants will leave with enthusiasm for change, plan of next steps and list of tools that will help them change the company for better.

## Course outcomes

- Inspiration and enthusiasm for the change
- Understanding how an individual can change something even without formal powers or large resources
- How to use tools to support change – communication plan, stakeholder management and more
- How to work with different type of people that resist the change and get them on your side
- When to impact on rational thinking, emotion and identity of people which behavior you want to change



# Creativity: From ideas to action

One-day interactive, hi-energy workshop  
for 5 to 12 participants (9am - 5pm)

Incremental and disruptive innovation

Methods like Six Thinking Hats, First  
principles thinking, SCAMPER

Systematic Inventive Thinking, Lean Thinking,  
Design Thinking

Brainwriting, Brainstorming

“How Might we“ question

## Course goal

The lightbulb was not invented by continuously improving the candle. It was not a result of a sudden epiphany of a genius Thomas Edison. It came after hundreds of trials and errors. The people who win the most are people who try the most.

The goal of this workshop is to teach people to think differently on innovation, understand that this is not magic, but a skill to learn. People will learn how to get more creative at work and in personal life.

## Audience

Pro všechny úrovně i pozice napříč firmou, kteří mají chuť naučit se přicházet s lepšími nápady.

## What will we do

The main structure of the training is a series of practical creative exercises to learn to use creative methods. The participants will see a series of short videos and mini lectures to uncover the sources of creativity, how human brain works and learn about practical tips for further improving creativity.

## Course outcomes

- Improved creativity and creative confidence
- Understanding the difference between incremental and disruptive innovation and what is the inception process
- Understanding that people are not born creative, but it is a skill that can be trained and improved
- Identify problems, phrase them as a question and brainstorm various novel solutions to it
- Use creative tools and techniques for individual and team work and build novel, interesting and valuable ideas

# Adaptability: The future skill

One-day interactive, hi-energy workshop  
for 5 to 12 participants (9am - 5pm)

Trending

Exponential innovation

Future of work

Automation and robots

Brain neuroplasticity

Increasing personal adaptability

## Course goal

What does adaptability mean? Participants will learn what science know about the ability of humans to adapt to new situations and what steps improve their adaptability at work and in personal life. This will help them retain and grow their careers in a digital, fast paced world.

## Audience

For everyone that want to be ready for the future of work and the world

## What will we do

First, we will look at the overview of trends, that will change how we work and live. Trends for which we will need to adapt to keep competitive and successful as individuals.

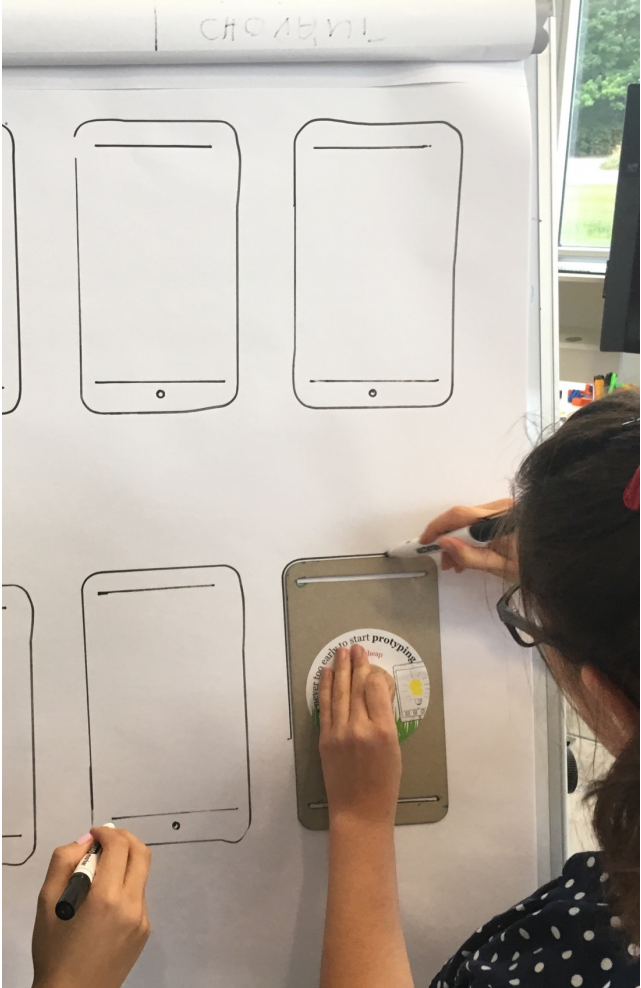
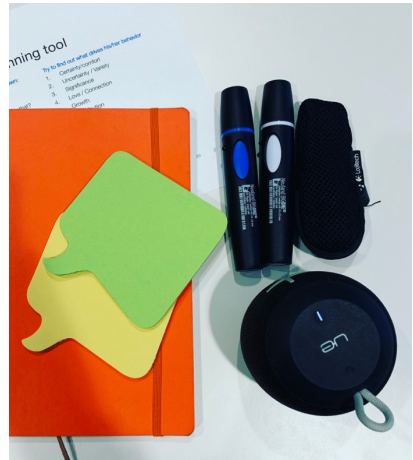
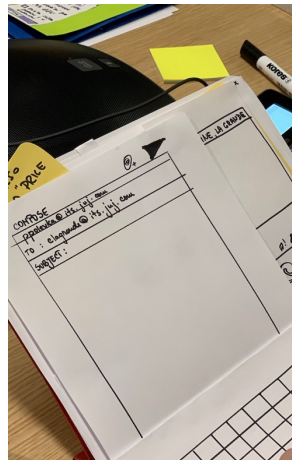
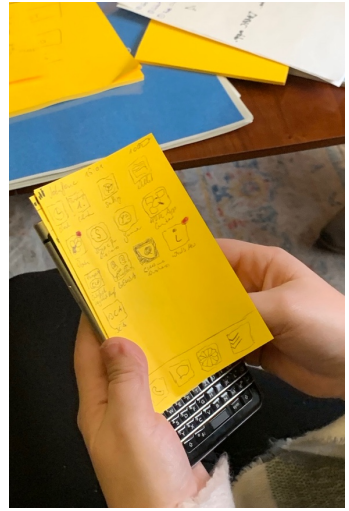
Then we will learn fundamentals of how human brain works, how it was shaped during the evolution project, what are it's strengths and limitations. We will cover the principle of neuroplasticity, the ability of brain to rewire itself to face new challenges.

The third part will be focused on practical exercises to test your own adaptability. At the end, they will create a plan how to build their own adaptability and they will leave the course with a set of actionable personal development steps.

## Course outcomes

- Understanding what exponential innovation is and how to get ready
- Understanding the future of work and the world around us
- How human brain works and how to use its full potential
- How systematicly improve adaptability and not become a victim of automation
- How to use smart apps and tools to be more competitive and adaptive
- How to plan actionable steps for systematic and long-term personal development



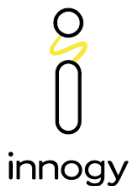
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## Jiří Benedikt

### Key training clients

Johnson & Johnson



DHL



ŠKODA



FLEETCOR®

SAP Concur



CEMEX

SBERBANK

ZOOT.



B | BRAUN

3M





# Jiří Benedikt

## Resume

### Selected professional experience

**Freelance trainer**  
**Innovation skills /**  
**Digital skills**  
2013-current

Trainings: Design thinking, Lean, Digital skills, Excel  
Key clients: ŠKODA AUTO, DHL, Johnson & Johnson, Innogy, PwC, Cemex  
Languages: English, Czech  
Locations: Czech Republic, Slovakia, Germany, UK, Hong Kong ...  
Available: Worldwide

**CEO at eHotel.cz**  
10/2013 – 10/2016

Company: An online booking portal focused on local travel.  
Role: CEO + Product designer  
My key achievements:

- Built a great company with engaged and loyal team
- Growing revenue 2.5x YoY from 2013 to 2016
- Building and leading a team of 15
- Created and implemented sales and product strategy
- Designed and implemented most core processes

**Associate manager at**  
**PwC Consulting**  
10/2010 – 7/2014

My role: Management consultant  
Projects: Lean management design and implementation,  
Clients: Sandvik, PRAKAB, Evraz, Cembrit, Johns Manville, České dráhy  
Trainings: Lean Six Sigma, Excel (both internal and external)

### Education

**University of Economics Prague**

9/2004 – 9/2010

- Masters degree in Business administration in management

**Hong Kong University of Science and Technology**

1/2008 – 9/2008

- Exchange program
- Courses: Corporate strategy, Team management, Decision making, Economy of Asia

### Languages

- Czech – Native
- English – Fluent – trainings
- German – Basic, reading reports

### Digital skills

- MS Office power user, trainer, incl. VBA
- Digital tools: Trello, Slack, Evernote, Asana

### Trainings passed / certification

- Lean Six Sigma certified black belt - 2016
- Lean Six Sigma train the trainer - 2012
- Evernote Certified Consultant - 2017

I help people  
create and grow  
in a digital age

**Jiří Benedikt**

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