



# MOMENTS OF INSPIRATION

CREATE  
POWERFUL  
MOMENTS OF  
IMPACT AND  
INSPIRATION



# PREFACE

The world is changing at lightning speed. Think generative artificial intelligence, virtual money, 3D printing, nano- and biotechnology, behavioural economics, autonomous driving cars and drone technology.

Innovation comes in shocks and waves, affecting not only markets, rules, property rights, cooperation, competition and services, but also us as people and customers. So is it a threat? Or an opportunity?

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## DETERMINE YOUR OWN IMPACT

All of this requires companies and organizations to think about important questions such as:

- Will my company be an innovation leader or sufferer?
- What will my company, customer, employee, market and product look like in the future?
- What is the potential disruption for my industry or organization?
- How do I make the right choices in a rapidly changing world?
- How do I manage change?

Increase the impact of your strategic meetings with a professional moment of inspiration in Living Tomorrow's creative framework.

The professional workshops at Living Tomorrow Academy are hands-on and always customized. You will see, hear, feel and do. In short, you will 'experience' the future of your company, organization or ecosystem.

TomorrowLab offers **three types of inspirational moments**, tailor-made to your expectations:

1

Interactive innovation workshops

2

Strategic off-sites with overnight stay

3

Inspiring keynotes

Mix & match and enhance with **additional services**.

# INTERACTIVE INNOVATION WORKSHOPS



## WHAT?

Immerse your team in the world of innovation and discover new ways to optimize your business by making it more resilient to continuous rapid change.

Our interactive innovation workshops are designed to familiarize your teams with various innovative tools and techniques, allowing participants to apply them immediately. These workshops encourage collaboration, create a shared language and ensure engagement. We provide methods and

tools which participants can use to work independently, and we reinforce this with concrete examples.

Participants gain insight into various aspects of the innovation process and learn to work with 'best practice' tools and techniques so they can discover its value and are inspired to apply it in their own work environment. To do this we offer hands-on exercises.



## FOR WHOM?

Product development teams, operational teams, marketing teams, customer service and sales teams, corporate strategy teams, innovation teams, ...



## PREPARATION

As the client, you can help shape the interactive innovation session(s) by making choices in terms of:

- Inspirational materials
- Innovation tools: there are many different exercises, each with their own benefits and emphasis. Depending on the time available, the emphasis you are aiming for and the outcome you want to achieve, we will make a recommendation and put together a program.

Before kicking off, we provide two 1-hour synchronization moments with a preliminary core team from your organization to determine the most suitable program.



## WHAT DO YOU GAIN?

Innovation workshops are an excellent investment to put innovation into practice with your team(s), customers and/or stakeholders in boot camp style, in a relaxed setting. Participants go home with numerous insights on how (mega)trends affect your organization, but also learn to work with a carefully selected set of innovation tools. Afterwards, your organization can work with the useful insights from the various workshops.



## DURATION

Minimum of 4 hours - maximum of 5 days (boot camp week).



## INCLUDED

Meeting room with coffee, tea and water.



## OPTIONAL

- Additional prior synchronization moments
- Prior in-depth interviews with participants, customers or stakeholders
- Extra dry run of the workshop
- Additional analysis of the information you provide in advance and desk research on your industry
- Refreshments in the meeting room
- Drinks and/or snacks in the bar
- Lunch and/or dinner
- Overnight stay with breakfast at Voco



Depending on the challenges you want to work on and the time available, we can offer different workshop formats. Here are some potential focal points for you to consider:



### FACILITATED BRAINSTORM

Select one or more strategic challenges beforehand around which your team can generate innovative solutions or allow the team to identify and select key challenges on their own first.

**GOAL:** To generate and select ideas through informed brainstorming and selection techniques. Some ideas may also be explored further, if the time allows it.

**VARIATIONS POSSIBLE:** A brainstorm battle (incl. gamification) or a hackathon format where multiple teams further develop and pitch ideas, in one go or over several days.



### VALUE PROPOSITION WORKSHOP

Review your current portfolio and develop strategic initiatives to optimize and future-proof your portfolio's value proposition. Teach your teams to work from the perspective of the customers and/or users of your products and services.

#### Potential focal points:

- Customer focus: aligning portfolio with customer needs.
- Clarity on what makes the portfolio unique versus its competitors.
- Identify innovative means of delivering more value to customers.



### BUSINESS MODELLING

During these workshops, multiple aspects of a product/service, the portfolio or the company are examined, including the value proposition, customer segments, revenue streams, key resources, cost structure and distribution channels.

The main goal of this workshop is to gain an in-depth understanding of business modelling. This process often involves identifying strengths, weaknesses, opportunities and threats within the business model, and exploring how the company creates, delivers and captures value. Because of this process, ideas emerge surrounding possible tweaks or innovations to improve efficiency, profitability and sustainability.



### CUSTOMER JOURNEY MAPPING

Customer Journey Mapping workshops map a customer's entire experience involving a product, service or brand. It encompasses every interaction a customer has, from the first point of contact right through to the final goal or the acquisition, and even the follow-up after the purchase. The goal is to visualize and understand the customer's journey, capturing every step, touchpoint and emotion the customer experiences.

By mapping this, companies can identify bottlenecks, discover opportunities for improvement and optimize the customer's overall experience.



**To enhance future-proofing and the level of innovation, our workshops always consist of the following three components:**

**INSPIRATION** about the future customized for your sector and formatted and prepared in line with the goal you have set for that day. An interactive exploration of tomorrow's megatrends and the impact they will have on your organization. Who are your customers going to be? What technologies are going to play a role?

**INNOVATION TOOLS AND TECHNIQUES:** participants learn new tools and techniques to use and interact with, with guidance from our experienced innovation experts.

**PITCHING:** team members finish by presenting what they have been developing.

# STRATEGIC OFF-SITES WITH CATERING & OVERNIGHT STAY



## WHY?

Today, more than ever, strategy is crucial because our business environment is changing at a staggering pace. As a result, many organizations are concerned because their current business models are under pressure and they are wondering which new opportunities they should or could capitalize on.

Therefore, get professional guidance for your strategic discussions from impartial strategy and innovation experts. This will allow you to focus on

the internal debates as opposed to the process, and you won't lose time preparing, moderating, facilitating and consolidating the discussions. In addition, you simultaneously introduce outside-in expertise and your own insights will be challenged and reinforced. Tomorrowlab has many years of experience facilitating strategic conversations and guiding workshops with management teams spanning various sectors.



## PREPARATION

The preparation consists of the following:

- We provide 2 prior 1-hour synchronization moments with a preliminary core team from your organization to determine the most suitable program.
- In these synchronization moments, the client may provide relevant information - if it's available - that can enhance the quality of the strategic workshops, such as Competitive Analyses, Market Analyses, Eco-system, Strategy Map, SWOT, Trend Analyses, ...
- One-on-one interviews with all participants on the following topics:
  - Strategic priorities and growth ambitions?
  - As-Is Business Model Canvas; what are competitive strengths and weaknesses?
  - Market and competitor trends, with corresponding opportunities (new segments, new supply, digitization, etc.) and threats (competition, technology, etc.)
  - What are internal challenges to achieving growth ambition? (e.g., talent management, skills, organizational structure, management, outdated technology, etc.)
  - Key factors within the current ecosystem (key customers, partners, competitors,...)
  - Initiatives which have already been taken / are in progress to strengthen the position and therefore lessons learned.
  - ...
- Analysis of the material provided, the interviews and additional desk research.



## WHAT?

The focus of the strategic off-sites is on strategic decision-making.

The content of the strategic workshops can be customized to meet the needs and challenges of

the organization. We aim for a pragmatic approach with actionable outcomes, facilitated by senior innovation consultants (the average working experience is more than 15 years).

**Below is a standard program for 2 days as a guide and for inspiration:**

DAY 1	
<b>Validation of the As-Is Business Model</b>	60 min
<b>Validation of SWOT</b>	60 min
<b>Outside-in trends session</b> Examination of broader, significant trends and drivers that may influence the business context, e.g.: <ul style="list-style-type: none"> <li>• socio-demographic, social and economic prospects</li> <li>• technology (within and beyond the sector)</li> <li>• industry trends</li> <li>• disruptive start-ups/scale-ups</li> </ul>	30 min
<b>Impact assessment</b> Identifying impactful trends, opportunities and threats and taking into account the business context.	120 min
<b>Inside-out session</b> Identifying the internal challenges that need to be addressed and the leverages that can be utilized to support the strategic ambitions (e.g., organizational structure, management principles, talent management, account planning and management, digitization, ...)	120 min
<b>Consolidation of strategic actions</b> in the "To-Be" Business Model Canvas	90 min
DAY 2	
<b>Recap day 1 – validation strategic actions</b>	30 min
<b>Clustering and prioritizing strategic actions</b> into initiatives, and assigning responsibilities to individuals and teams.	90 min
<b>Developing the Roadmap 20XX</b> Tiered roadmap of strategic initiatives, with assigned responsibilities and desired outcomes (either quantitative or qualitative).	240min
<b>Presentation of Roadmap 2025</b> by respective leads of the developed initiatives and dialogue with team.	120 min





## WHAT DO YOU GAIN?

- Alignment around strategic actions in connection with opportunities, challenges and critical success factors for your ambitions.
- Perspective on relevant trends and drivers of change with impact on the context of your organization and ecosystem.
- Shared vision of ambitions, strengths and weaknesses, opportunities and challenges.
- Engaged and committed participant team.
- Execution of planning of the initiatives, with responsibilities and timings.



**DURATION: 2 DAYS**



## FOR WHOM?

Executive committees, management teams, ...



## INCLUDED

- Meeting room with the necessary equipment + coffee, tea and water
- 2x lunch
- 1x dinner
- 1x hotel stay with breakfast



## OPTIONAL

- Additional prior synchronization moments
- Extra preliminary interviews with other stakeholders (employees, customers, competitors,...)
- Extra research beforehand or customizations to the standard formula
- Extra refreshments in the meeting rooms
- VIP upgrade for lunch or dinner
- VIP upgrade for the hotel
- Drinks and/or snacks in the lobby bar



## BRAINSTORM

Geef een voorbeeld van  
startup, impactvol (beleids)  
concept dat sterk zou kunnen  
van de perspectief van de M

Deel dit idee met je  
We delen steeds ook p... kele vo...

*"The expertise of the trainers and the dynamics/interactions are great."*

Evi Knuts, Head of Innovation and Valorisation PXL Research

# INSPIRING KEYNOTES



## WHAT?

Do you want to enrich your event, meeting or visit to Living Tomorrow with an inspiring keynote that takes innovation into a broader perspective? Choose a high-energy keynote presented by a high-level independent speaker or one of our own innovation managers from Tomorrowlab. Living

Tomorrow offers access to an extensive network of in-house innovation managers and outstanding independent speakers for these keynote sessions.

Our keynote speakers cover a variety of topics, including the future of healthcare, AI and robotics.



## WHAT DO YOU GAIN?

Through inspiration provided by a professional keynote speaker, you can reach your audience on an emotional level and create a sense of urgency necessary in transforming processes or to make an event a success.



## DURATION: 1 HOUR



## OPTIONAL

- Use of the Living Tomorrow auditorium
- A standard or customized tour of Living Tomorrow's Digital Experience Center
- Participation in interactive innovation workshops
- Drinks and/or snacks in the lobby bar
- Lunch and/or dinner
- Overnight stay with breakfast at Voco

**Our keynote speakers give inspiration on a variety of topics: [more information](#)**



# ADDITIONAL MIX & MATCH OPTIONS

## 1. INSPIRING AND INTERACTIVE CUSTOMIZED TOUR OF LIVING TOMORROW'S DIGITAL EXPERIENCE CENTER

Take your workshop or day itinerary to the next level by immersing your team in tomorrow's world and experiencing technology as an *'immersive experience'*.

During the personalized and interactive Inspiration Tour throughout Living Tomorrow, you will experience the world in which your company or organization must operate tomorrow. We will speak in clear terms which are in line with your expectations, using concrete cases that are relevant to you. This will be the ideal way to give your employees and customers an educational moment in line with your business strategy towards tomorrow.

We will prepare the Inspiration Tour thoroughly based on 2 preliminary synchronization moments with a preparatory core team from your organization and, if necessary, additional research on your industry, provided by you or by us.

Afterwards, based on your input, we can select the innovations and cases to showcase and determine the appropriate messages and narrative tailored to the needs of your organization and employees. We also consider which interactions to incorporate into the tour: a quiz customized to your needs, a brainstorming exercise, ...

### DURATION

1.5 hours

### OPTIONAL

- Additional prior hour-long online synchronisation moments
- Additional hour-long online preliminary interviews
- Additional research

## 2. A VISIT TO AN INNOVATIVE COMPANY

Visit an innovative company (from the Living Tomorrow and Tomorrowlab network) and learn from their approach and experiences.

## 3. INNOVATIVE CASE

Many organizations have similar innovation challenges. Get inspired by one of our showcases in how organizations can address these challenges. In each instance, our cases are projects implemented by TomorrowLab.

#### 4. INTERACTIVE DEBATE WITH JOACHIM DE VOS

Add a lively debate to your program with Joachim De Vos, the Founder of TomorrowLab and Managing Partner of Living Tomorrow, on understanding innovation, after collaborating with more than 500 companies over the past 2 decades at Living Tomorrow / TomorrowLab.

#### 5. THE BOOK 'WHY INNOVATION FAILS' BY JOACHIM DE VOS

Give your guests an inspiring gift: the best-selling management book "Why Innovation Fails: The 7 Keys to Success," written by Joachim De Vos.

(Standard price per participant = € 30, discount as from 20 copies)

#### 6. TEAM-BUILDING ACTIVITIES

Workshop days provide the perfect opportunity not only to unite your team around your company's core challenges, but also to strengthen group dynamics. By incorporating a game element into your professional development workshops, you significantly enrich the learning experience and encourage active engagement and motivation amongst your team members. In addition to promoting knowledge transfer, this approach also strengthens interpersonal relationships and team spirit.

We cooperate with partners for this purpose.

Some examples as inspiration: Escape game with VR, a game with drones,...



[Contact us for more information.](#)



ACADEMY

**FOR MORE INFORMATION VISIT**

[www.tomorrowlab.com/service/living-tomorrow-academy](http://www.tomorrowlab.com/service/living-tomorrow-academy)