

W INN

Workouts for innovation leaders

RECALL

Organic innovation starts with everyday behaviours!

How do people interact? How do they react to mistakes? And to achievements?

AIM

The design of a **Mobile App** to provide daily workouts on **inclusive innovation** for **SME leaders** in no/low industries.

DEVELOPMENT

Through four Intellectual Outputs:

- IO1.** Customization methodology
- IO2.** Workouts Methodology
- IO3.** Workouts Toolkit
- IO4.** Mobile App



What has been done?



IO1.- Customization methodology

The only way to objectively address the real and actual needs of the project's target group is to start with an in-depth research.

In WINN IO1, all partners performed **national field-based researches**. Based on these researches, a Transnational Report was developed, to diagnose the **weak areas** and individual barriers regarding the innovation capacity of SMEs and differences between the countries.

And what did they discover? The specific aspects requiring improvements. **Let's see them below (IO2)!**

On the road....

INTELLECTUAL OUTPUT 2 (IO2)

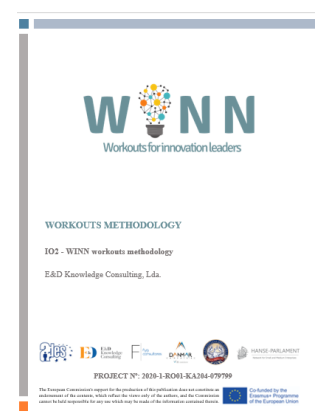
-Workouts Methodology-

SMEs leaders rarely have access to specific tools to face challenges in inclusive innovation.

This output focuses on the development of a **unique methodology** to guide SME leaders on how to adjust key behaviours and beliefs for maximizing such a proinnovative culture.

The consortium was aware that adjusting one's behaviours is not an easy task. It requires **practice and regularity** similar to physical workout. Therefore, the methodology has been designed in a form of **60 practical daily workouts** adopted to personalized needs for behavioral and cognitive change.

Hence, the long-term results will not only be the leader's training, but also the confidence they will pass on their colleagues to take new (and innovative) risks.



SPECIFIC WORKOUTS AREAS TO BE DEVELOPED

1. Mindset
2. Emotional Intelligence and Empathy
3. Leadership Style
4. Collaborative Behaviours
5. Critical Thinking
6. How to Overcome Biases in Decision-Making Progress

TRANSNATIONAL PROJECT MEETING

Hamburg (Germany)

14th-15th of September 2021

On 14 September the WINN consortium was finally able to meet in person in its **2nd Transnational Project Meeting (TPM)**.

During these two days of intense meetings, a variety of topics were discussed: from cross-cutting issues (dissemination, quality or finances) to the intellectual outputs carrying on.

The main conclusions were on:

IO2 WORKOUTS

All partners went through **one by one the daily workouts** they had developed according to the Methodology. A round of comments was opened, and there was a discussion about improvements, and general changes that were needed as the session progressed.

It was certainly a productive experience for all partners to be able to work together in the same dynamic to further improve the workouts!

Finally, they were tasked to present a **first draft** by the end of September, so that we would have the **final version** by the end of October



NEXT STEPS

- **IOs.** It was confirmed that, in addition to the Mobile App, there will be additional material including: *interactive exercises and tools, real cases, videos, motivational stories...* And all this combined in a **Toolkit (IO3)** to support and strengthen the learning process of the users!
- **Dissemination.** We will continue to upload a **new articles** to our website **every month**, to keep you up to date on the latest innovation news.
- **Next TPM.** The consortium will meet again on **23-24 February 2022**, in Valencia.

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