

# THE INNOVATOR'S LIFESPAN

Preferred Length:	45-90 min + 15 min Q&A
Presenters:	Anthony Vade, CED
AV/Technology Needs:	In Person: Video Screen with laptop audio (1/8 inch TRS and HDMI output) 2 Flip Charts per table or Large Whiteboard
Room Set:	Flexible - Aim for interactive session, not passive theatre experience

## 50-Word Summary:

This workshop explores the lifespan of innovation, from bootstrapping and creative "hacking" to professionalizing and optimizing processes. Learn how to manage evolving team mindsets and focus behaviors on impactful steps, avoiding confusion from conflicting approaches. Discover strategies to balance startup creativity with structured operations for sustained success and growth.

## Full Description:

Innovation is not a one-size-fits-all process. It evolves over time, moving through various stages with distinct mindsets, challenges, and opportunities. This interactive workshop explores the lifespan of innovation, from the messy, creative world of bootstrapping and "hacking" mindsets to the streamlined, structural elements of professionalization and optimized processes. Participants will gain insights into how to manage these transitions effectively, ensuring that teams remain innovative, focused, and aligned with impactful business outcomes.

### Understanding the Innovation Lifespan

The session begins by introducing the key stages of innovation. From the early, chaotic phase of abundant creativity and experimentation, where ideas flow freely but lack structure, to the professionalization phase where processes and systems are optimized for scalability and efficiency. Participants will learn how different mindsets—creative, exploratory thinking versus structured, process-driven approaches—play critical roles in each stage. However, when these mindsets conflict or overlap without clarity, teams can become confused, unproductive, or even resistant to change. This workshop provides tools and frameworks to help participants recognize where their innovation projects currently sit in the lifespan and what steps to take to move forward with confidence.

### Interactive Exploration of Innovation Projects

A key feature of this workshop is its interactive nature. Participants will bring their own innovation projects—whether they're in the ideation phase, prototyping, scaling, or optimization—and use them as real-world examples throughout the session. Through guided activities, participants will map their projects onto the innovation lifespan to better understand their current stage. This process helps identify where creativity needs to be harnessed, where systems and processes need to be implemented, and how to balance the two to ensure progress.

To deepen their understanding, participants will engage in exercises designed to explore the messiness of abundant creativity and channel it into focused, actionable innovations. For example, participants will brainstorm freely in small groups, generating a wide array of ideas, and then use structured frameworks to prioritize and refine those ideas into concrete steps that align with organizational goals. This hands-on approach demonstrates how to move from a “hacking” mindset to a professionalized process without stifling creativity—a key challenge for many teams and organizations.

### **Developing a Healthy Experimental Mindset**

Innovation thrives on experimentation, but the fear of failure or misalignment between team members can derail progress. This workshop emphasizes the importance of cultivating a healthy experimental mindset across all stages of the innovation lifecycle. Participants will learn strategies for managing risks, learning from failures, and maintaining momentum. They'll also explore techniques to align team member mindsets, focusing behaviors on impactful actions to avoid the confusion that can result from evolving and conflicting approaches.

### **Communicating Innovation Across Business Lines**

As innovation matures, it often requires buy-in and collaboration across different business lines and stakeholders with varying mindsets. The workshop includes practical exercises to help participants learn how to communicate innovation effectively across business functions. This includes tailoring the message for creative teams, operational leaders, and executives to ensure alignment and engagement. Participants will practice framing innovation in terms of measurable business value and impact, fostering a shared understanding of goals and outcomes.

### **Real-World Results**

By the end of the workshop, participants will leave with actionable insights and tools to better manage their innovation projects, no matter where they are in the life cycle. They'll have a clear understanding of how to balance creativity with structure, foster a culture of experimentation, and communicate innovation effectively. This workshop is ideal for teams and leaders looking to navigate the complexities of innovation with confidence and achieve meaningful business results.

### **This session might interest you if you:**

- Are feeling stuck in the discovery phase of creating your innovative idea
- Feel bogged down in Standard Operating Procedures (SPOs) that no longer create impact
- Want to communicate innovation and project management with confidence across all levels of hierarchy.

### **Learner Outcomes:**

- Understand how teams address the uncertainty at the start of innovation and the rigidity that can occur when it slows down
- Explore techniques adjust mindsets and be more flexible in focus
- Discover a way to better understand where your team and leadership is along the innovation journey and lifespan.



**Anthony VADE BA, altMBA, CED+**

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### **SHORT FORM BIO:**

Anthony Vade is an innovative and engaging facilitator globally renowned for catalysing improvement and innovation through experience design. He has impacted hundreds of teams, traversing four continents, from small start-ups to Fortune 50 organisations. He empowers corporations, associations, and non-profits to flourish by engaging customers and crafting immersive experiences that captivate audiences and drive positive change. Anthony is an inspiring instigator working to drive transformation and a passionate advocate for applying a structured and strategic approach to purposeful innovation. In his role as co-founder at Strategy Table he makes change and disruption accessible to teams, while empowering, enabling and encouraging collaboration in the most positive direction.

### **EXTENDED BIO:**

Born and raised in Australia, Anthony now calls Toronto, Canada home. For over 25 years, he has helped businesses create meaningful and memorable connections with employees and customers. He has worked with Fortune 50 corporations, including the world's largest technology, hospitality, and production companies. Designing and executing workshops, innovation projects and large-scale conferences and entertainment events.

Anthony loves to push the bar and bravely challenges the status quo. Actively reinventing and redefining strategic collaboration and co-creation for business innovation, experience design and customer engagement. His team-based approach embraces and encourages an elevated way of thinking. Grounded by human-centric design methodologies and a zealous focus on outcome-targeted idea generation.

Anthony's collaborative approach has earned him global acclaim for his contributions to award-winning programs and his involvement with industry associations on local, national, and international scales. Having served on multiple boards and advisory committees, he has spearheaded programs focused on digital transformation and value proposition development.

He is a contributing author to multiple business books focused on business innovation, customer engagement and experience design. Guiding co-authors through the process while inspiring them to explore their thinking and make ideas more accessible. He regularly contributes to media publications and is a sort-after thought leader and global keynote speaker.

Anthony consults customers and educates industry professionals on innovative design strategies. He empowers teams and leaders by equipping them with the tools and mindsets to craft impactful moments with intention and tangible return on experience.