

The Henley Accelerator

Mobile Innovation Accelerator

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The Henley Accelerator is for the leaders and top teams of high-potential and fast-growth businesses. Through intensive residential programmes it develops and hones the skills and specialist knowledge that are essential for leaders to create and fast-track highly successful customer propositions.

The Henley Accelerator is a partnership that brings together a team of experienced, hands-on business experts from Henley Business School Centre for Entrepreneurship, VitalSix and Piran Partners.

Programme Delivery

VitalSix has been delivering these proven programmes since 2009, helping the next generation of ambitious businesses to accelerate profitable growth. Over the past ten years, the team has also supported high-growth businesses to raise over £200 million to finance growth and development through equity, debt and grant funding.



Why Mobile innovation?

Commercialising new technology successfully in a highly competitive and fast-evolving communications marketplace is difficult and demanding. The Mobile Innovation Accelerator Programme has been established to help. There is a revolution underway. Smartphones, 4G, apps, location and context awareness, mobile internet, identity, payments... a wave of new technologies and capabilities are transforming the mobile landscape. For the Mobile or Virtual Network Operator, Brands or Retailers wanting to leverage mobile this presents both opportunity and threat. How will you compete against disruptive new entrants, breaking into the value chain with new business models? How do you stay ahead of the competition? How will the winners both capitalise on their traditional strengths and USPs while defending their revenue model?

Mobile innovation Accelerator Programme

Across the developed world smartphones and tablets have become the customer choice. These devices have fundamentally changed the nature of human interaction and will radically alter the way people relate to each other, to brands – in fact to every aspect of the world around them over the next decade. Mobile, with its global reach, is becoming the primary platform for global product innovation. And yet most mobile businesses and brands are too busy day-to-day to stop and consider the very future of their product portfolio and how to develop tomorrow's winning products and services.



The Mobile Innovation Accelerator builds on the proven tools and techniques developed for the Henley Accelerator and adds industry expertise to ensure that Mobile and Virtual Network Operators along with mobile-centric Brands and Retailers are equipped to meet the coming challenge. In an ever-changing competitive environment, co-ordination and control of business processes can be difficult, not only because of the speed of change but because of the complex nature of that change.

The programme explores key themes such as Mobile Commerce, Mobile Identity, Future Communications and Connected Living, and aims to help participants recognise the changing nature of their market, challenging the “accepted wisdom” of the industry, and equipping them with the tools to build tomorrows compelling propositions

Piran provides clear, practical and straightforward advice on mobile solutions to network operators, MVNO, retail, financial services and large enterprise customers. Piran's customers include some of the biggest and best known brands in the world, pioneering and delivering innovative and successful solutions



Miles Cheetham - extensive experience in innovation, strategy & customer proposition development. Team lead delivering a portfolio of new concepts including multi-media phones, mobile advertising and mobile broadband – all with multi-billion £ value. Director of Piran Partners currently engaged in an industry/government initiative to commercialise Mobile Identity.



This three-day residential programme, is held at the Henley Business School campus at Greenlands. It gives delegates the time and space to explore and apply the processes required to develop winning new propositions. During the programme delegates will meet not only peers who are in the mobile field, but also senior leaders from high-profile organisations, enhancing the learning process and building valuable contacts for the future.

Who is the Mobile Innovation Accelerator for?

The Mobile Innovation Accelerator programme is for Mobile, Virtual Network Operators, Brands, Retailers, or for those innovative smaller business seeking to improve their business effectiveness

- New Product development teams
- Open innovation practitioners
- Product Managers
- Marketing Executives and Strategy Executives responsible for product development and strategy for their organisation.
- Business leaders going for growth and market disruption

Guest speakers will be drawn from a pool of senior industry experience from well-known brands, who will share their insight and opinions with the delegates.

Simon Derry – Project and Innovation management expert running change and strategy programmes for international brands. An experienced presenter and trainer Simon has been delivering the Henley Accelerator programme.



MobileTrends
Communications
Planning
Innovation
People
Focus
Customer
Strategy
Leadership
Accelerator
Change

Business Benefits

Throughout the programme participants work in groups to explore their strategy and will emerge with a clear understanding of how they should structure their approach to;

- Embrace the changing technological and commercial landscape;
- Lead, think and act like internal entrepreneurs to deliver innovation and competitive advantage;
- Leverage newly acquired highly tangible business skills and a wider network;
- Create compelling customer propositions that will help to underpin the future successful development of their businesses;
 - Design solutions that meet customer needs;
 - Understand implications for marketing communications;
 - Create a channel or sales approach appropriate to both customer and product;
 - Deal with the challenge of setting up the product or service;
 - Understand the importance of user experience;
 - Make the payment mechanism appropriate and effective;
 - Provide great customer support cost effectively.

Content

The Mobile Telecoms Accelerator programme covers these core elements:

Mobile Telecoms trends – making sense of the changing landscape and understanding the competitive context.

Business strategy – market understanding & insight, compelling customer proposition, competitive advantage, differentiation, internal strategic alignment

Innovation – Organisation innovation readiness, Open innovation, barriers to innovation, creativity, idea generation and evaluation

Understanding the customer – customer value analysis, building a comprehensive customer proposition

People & leadership – team dynamics, leadership styles, team management, strategic leadership, change management

Organisational implementation – organisational impact, internal case, operational design, balanced scorecards, quality, complexity reduction, as well as what they don't tell you!

Successful entrepreneurs and leaders, who have built significant businesses, will share their stories, experiences and learning with the group.

Adrian Burholt specialises in delivering business strategy and outstanding new products and propositions. He has a wealth of experience, pragmatism and creativity, having worked across all facets of the telecoms industry. Director of Piran Partners working with many well-known brands, and is currently engaged in an industry-wide mobile banking and payments initiative.



Ed Cooper – Visiting fellow at the Henley Centre for Entrepreneurship & Programme Director of the Henley Accelerator. Director of VitalSix. Ed is an experienced business coach who has initiated and delivered business support contracts and programmes to the Thames Valley's growth SMEs.



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Dates & fees

The programme runs for three consecutive days.

Meals, refreshments and two nights' accommodation are included in the programme fees.

Programme dates: 10,11,12th June 2014.

[Henley Accelerator](#)

Programme fees for 2014 : £2,500 + VAT.

As a special introductory offer Piran Partners are giving you 10% off the course fee, simply [Book here](#) to receive your discounted rate



SME participants - Government backed funding may be available

GrowthAccelerator is a private enterprise and government partnership that offers services to high growth businesses with the potential to double their size in three years. It also provides grants of up to £2,000 per person. To see if your company is eligible, go to

<http://www.growthaccelerator.com/what-we-offer/leadership-and-management/> or contact e.cooper@henley.ac.uk

We also offer the **High Growth Accelerator** for the leaders and management teams of ambitious, high-growth businesses with practical tools and methodologies to scale quickly and manage growth effectively. In an ever-changing competitive environment, co-ordination and control of business processes can be difficult, not only because of the speed of change but because of the complex nature of that change. Please see our **website** for more details.