

SUCCESSFUL GROUP MENTORING FORMATS | INNOWAY | (IWY-ALDEHYDE MBS®)

INNOWAY (IWY-ALDEHYDE MBS®) is a Group Mentoring path dedicated to Collaborative Innovation. INNOWAY, through mentoring processes, intends to introduce, develop and share the open and collaborative innovation approach in the corporate context or within the entire value systems.

Innovation is an increasingly complex process, new ideas/technologies/solutions are born in sectors and markets that are often radically different from their own; traditional innovation processes are not sufficient or become slow and economically onerous to face the new competitive challenges and market needs.

Collaborative Innovation Mentoring facilitates the transfer of knowledge/ideas/skills, stimulates creative reflection and discussion, and accelerates business development. During the Collaborative Innovation Path, tools and approaches are gradually proposed with the aim of innovating the innovation and assimilating creative methods and techniques, in order to enhance the diversity of opinions and experiences.

The Collaborative Innovation Path designed as a Group Mentoring approach is accomplished through a sequence of Workshops/Labs.

