



MINDFUL
STARTUP.
SCHOOL



Leading *Human-Driven* Innovation

Get future-ready with the Innovation Mindset Canvas

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(he/him)

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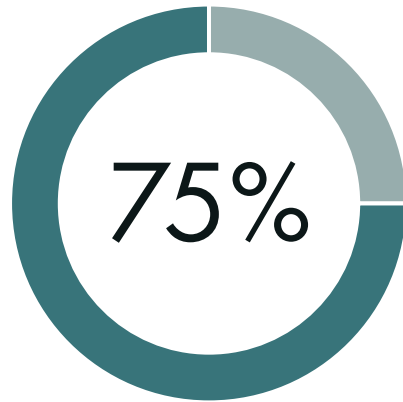
Faculty Innovation Fellow at Stanford University

Dr. rer. pol. in Innovation Management

M.Sc. Global Innovation Management

DO YOU NEED TO *innovate*
TO GET READY FOR THE FUTURE?

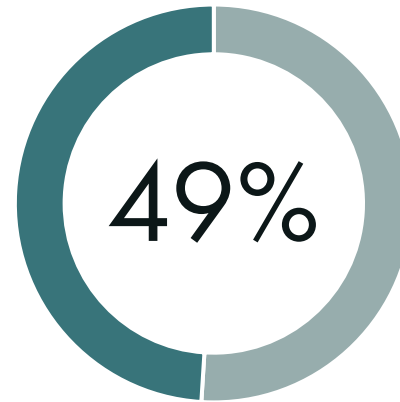
Keep in Mind that *Innovation* ...



IS IMPORTANT

3 in 4 companies state that innovation is a **top-three priority** for them.

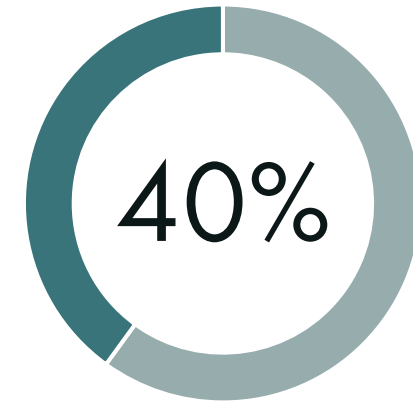
(BCG, 2021)



NEEDS COMMITMENT

Only 1 in 2 companies backs this priority with **appropriate investments** in innovation.

(BCG, 2021)



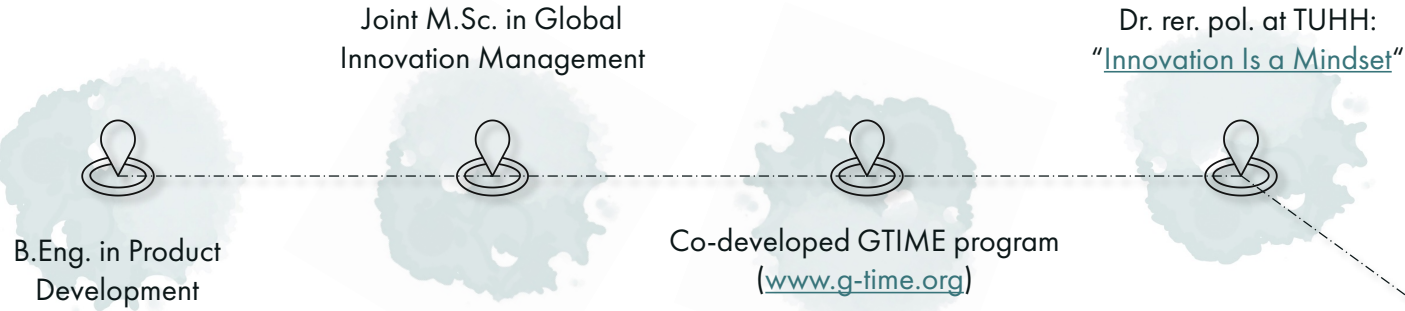
IS CHALLENGING

2 in 5 product innovation endeavors **fail** for various reasons.

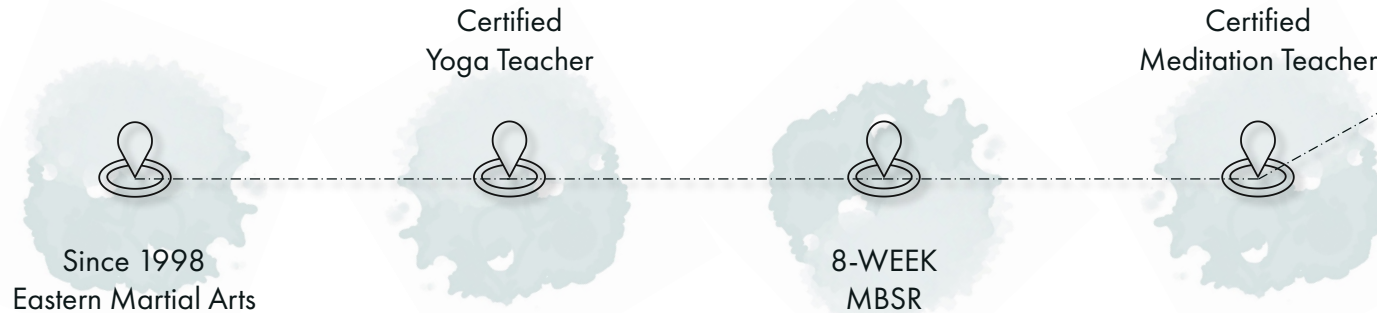
(Castellion & Markham, 2013)

I WANT TO GET YOU READY
FOR THE *future!*

Hej, I am Dr. Malte Krohn and This Is My Story



[Faculty Innovation Fellow](#) at Stanford University's d.school ([The Mindful Startup](#))



Let's Build a Sustainable *Foundation* for Innovation!



STRUCTURE & CLARITY

Understand innovation as an outcome, a process, and a mindset.



SKILLSET & MINDSET

Master innovation as a systematic learning process that turns insight into impact.



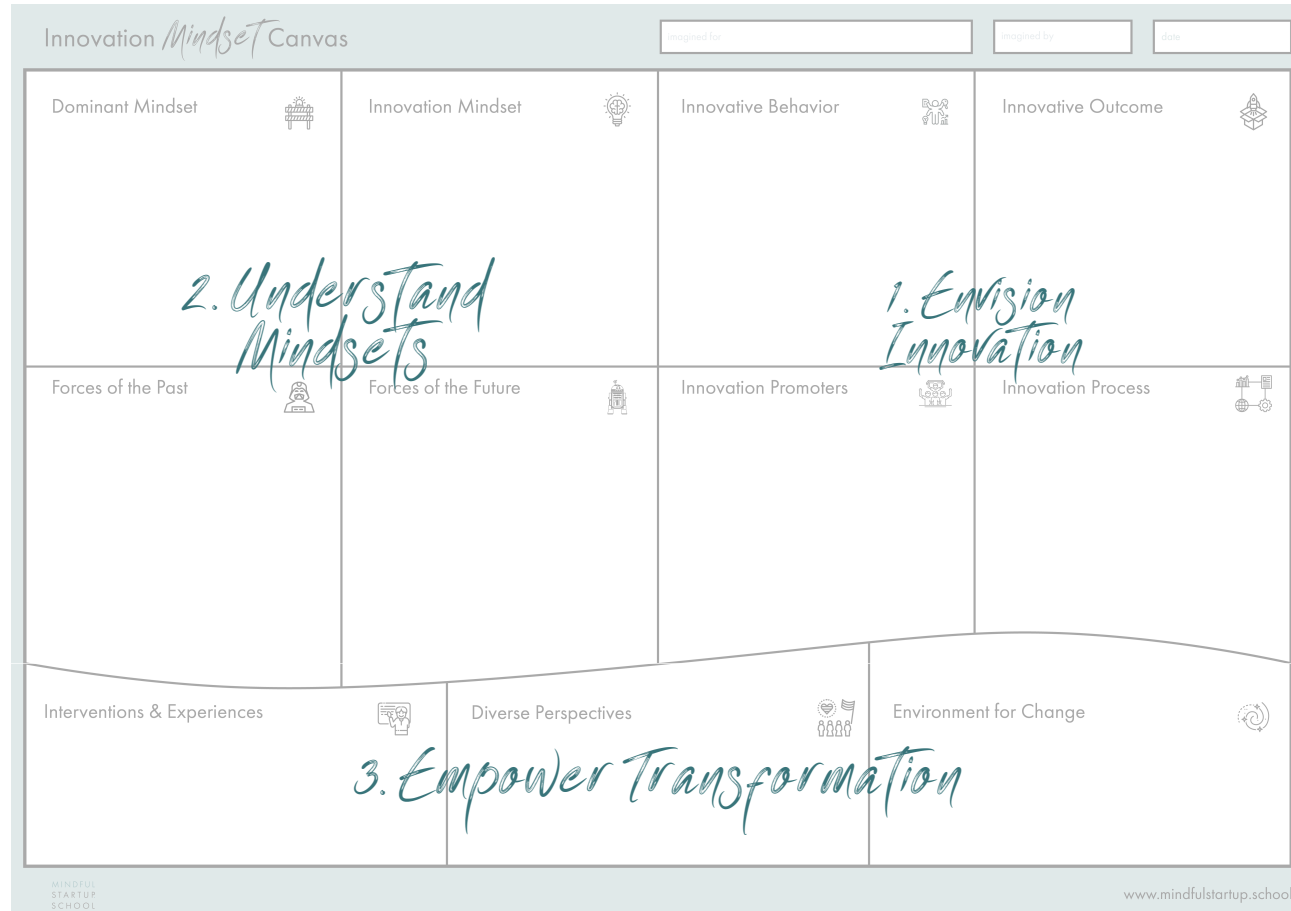
MINDFUL LEADERSHIP

Create psychologically safe teams that thrive and make mindful change happen.



HOW CAN WE WORK *Together?*

Introducing the Innovation *Mindset* Canvas



The Innovation Mindset Canvas is a tool I developed based on five years of [doctoral research](#) in innovation management.

It features eleven building blocks that help you to envision innovation, understand your stakeholders mindsets, and empower transformation in your organization.

[MORE INFORMATION](#)



Three Options to *Work* with Dr. Malte Krohn

1. Keynote



2. 2-Day Training



3. Project Support



Training Schedule *Day 1*

START	END	CONTENT
08:00	09:00	Kick-Off & Expectations
09:00	10:30	Innovative Outcome
10:30	10:45	Mindful Break
10:45	12:00	Innovation Process
12:00	13:00	Break
13:00	14:00	Innovation Promoters, Support & Engagement
14:00	14:15	Mindful Break
14:15	16:00	Innovation Mindset & Forces of the Future
16:00	17:00	Wrap-Up & Outlook

Training Schedule *Day 2*

START	END	CONTENT
08:00	09:00	Kick-Off & Reflection
09:00	10:00	Dominant Mindset & Forces of the Past
10:00	10:15	Mindful Break
10:15	12:00	Interventions & Diverse Perspectives
12:00	13:00	Break
13:00	14:30	Psychological Safety for Change
14:30	14:45	Mindful Break
14:45	16:00	Action Plan
16:00	17:00	Reflection & Feedback

Realize ideas:
Follow-up project
support for your
action plan!

LET'S HONE YOUR INNOVATION *mindset* TOGETHER!

TELL ME MORE 