Maynooth University has launched the ReThink | ReDesign programme, a business support initiative focused on supporting companies facing critical business issues in a challenging environment, helping them build a sustainable and successful future.

To register your interest:
www.ivi.ie/rethink-redesign/

The programme can be fully funded through the Enterprise Ireland Innovation Voucher scheme*
COVID-19 is a global disruptor that has fundamentally changed how business is done.

This pressure, in addition to the looming risk of a no-deal Brexit is forcing Companies to ReThink how they do business. These stresses have expedited the Companies need to ReDesign their business model.

The Innovation Value Institute (IVI), Maynooth University’s technology and innovation research centre, is offering Rethink|Redesign, a hands-on support initiative to help Companies ideate new opportunities to ReThink, Redesign, adapt to survive or grow. The engagement comprises a case study infosession combined with a business model redesign and development workshop.

Outcomes might include:

- New service innovation
- Refining and improving your existing platforms
- Moving your products and services online
- Developing and implementing your business value proposition for the “new normal”
- Taking advantage of digital to sustain and grow your company
- Using digital to manage your customer relations

The aim of the programme is to equip you to reinvigorate your business model, adapting it to a rapidly changing commercial environment. Each company will receive a personalized hands-on engagement, designed to provide the knowledge and confidence adapt to meet current and future member needs.
**Workshop Format & Sequence**

1. **Why We Must Change**: IVI researchers discuss how lessons learned from transformation can help reshape your company’s value proposition.
2. **Mapping the Business Landscape**: Redefining the role of your company; analysing business scenarios, options, and challenges.
3. **Identifying Business Objectives** for your company.
4. **Overcoming challenges** to achieve your objectives.
5. **Explore opportunities**: for sustainability and growth as we reboot the economy in 2021.

**Good to know:**

- **Expert facilitation by IVI’s researchers and education team**

**Duration:**

The programme will comprise 20 hours collaboration time, usually run in two-hour blocks over ten days. The programme typically runs over a four-week duration, though this can be adapted to suit individual company circumstances.

Delivered online in order to comply with current Government Covid-19 health and safety guidelines.

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**The Toolkit**

- **Canvas online collaboration platform**
- **Microsoft Teams / Zoom**
- **IVI Executive Assessment Survey**
- **IVI Online Body of Knowledge**

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**The programme comprises four phases:**

1. **Assess**
2. **Plan**
3. **Enable and Improve**
4. **Review**

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If you would like to learn more about the initiative or inquire about the opportunity to participate in it, simply complete the inquiry form on our website and a member of our team will get back to you.

*subject to company eligibility and Enterprise Ireland approval.*