MANAGERS – EVALUATION

Challenge and *Evaluate* Innovation Projects with Business Design

A one-day training course to discover the Business Design methodology, interact more effectively with project owners and innovation teams, and make informed strategic decisions.

DURATION	FORMAT	GROUP	LANGUAGE	PREREQUISITES	TYPE
1 day	In-person	6 to 12 people	FR / EN	None	In-house training

Learning Objectives

1 Understand the logic of a project structured using Business Design

Discover the key stages of the methodology and its underlying concepts. Understand its role within the company's management system.

2 Use decision-support deliverables

Interpret the results of the methodology to guide project monitoring, decision-making and strategic choices.

3 Interact effectively with project owners and facilitators

Identify and engage internal innovation stakeholders. Ask the right questions to challenge projects and support them during the exploratory research phase.

4 Promote a shared innovation culture

Share a common innovation culture and language to be disseminated across teams.

Target Audience

Managers of idea holders and managers involved in identifying, evaluating or managing innovation projects (sponsors, members of decision-making committees).

We make every effort to adapt our training courses to people with disabilities. Please contact our disability coordinator at j.marchetto@vianeo.com to explore possible accommodations together.

Participant Satisfaction

100 %

TRAINING QUALITY

100 %

SKILLS DEVELOPMENT

Source: Post-training satisfaction surveys – 2026 Report – 12 responses from 18 participants.

Vianeo is Qualiopi-certified for its training activities, a quality certification officially recognized by the French government.

Training Program

One day of training combining methodological input and practical exercises in small groups.

Understand · Discover the Business Design Methodology and Its Role Within the Organization

Introduction to the fundamentals of innovation and the innovator's mindset. Discover the Business Design methodology and its role within the innovation management system and the company.

Explore in Depth · Analyze a Project Structured with Business Design

For each stage of the methodology, understand where the information comes from and the approach adopted, and learn how to challenge the team.

- #1 Legitimacy — The project's DNA
- #2 Desirability — User needs analysis
- #3 Acceptability — Ecosystem mapping
- #4 Feasibility — Solution design
- #5 Viability — Target market and business model

Validate · Frame the Exploratory Market Research

Learn best practices for exploratory interviews (active listening, open-ended questions, biases to avoid, etc.) and understand the manager's role.

Evaluate · Interpret the Deliverables

Analyze the results obtained at each stage and use them to support decision-making.

Testimonials

"The training demystifies the innovation process and breaks it down into a clear and structured approach. The balance between theory and practice was excellent, and the concrete examples helped me better understand the connections between the different elements of the tool."

MELEXIS
Participant 2025 session

"A well-structured training course, with high-quality teaching materials and excellent instruction from the trainer. Applying the methodology to real company projects provides a clear understanding of the Business Design approach. It met my expectations."

FRAMATOME
Participant 2026 session

Teaching Methods

- Presentation of theoretical foundations and relevant examples for participants.
- Introduction to the Business Design methodology through a card game and a practical case study.
- Individual and group brainstorming sessions supported by the Vianeo platform, followed by presentations and discussions.
- Roundtable discussions and participant feedback.

Assessment Methods

- The trainer assesses participants' progress throughout the course through practical exercises, simulations and hands-on activities.
- Participants complete a final multiple-choice questionnaire at the end of the training to validate the skills acquired.

Enrollment Lead Time

In-house Training: The estimated lead time is 4 to 6 weeks from confirmation of the request (signed quotation). This timeframe primarily depends on coordinating the availability of participants and the trainer. It may be shortened or extended depending on the context and the desired level of customization.

Give Your Decision-Makers a Shared Framework for Evaluation

Let's design a session tailored to your committee.

Request a Quote