



4: Challenge Driven Innovation

Date: Tuesday 9th April

Time: 10.00am GMT / 2.00pm UAE / 11.00am CET,

Duration: 45 minutes

During this webinar, **Bea Schofield, Innovation Lead at Lloyds Banking Group and Advisor on Challenge Driven Innovation** will be talking us through how you can best leverage the collective intelligence of people inside and outside your organisation using CDI principles.

This webinar will explore ways you can get the best possible solutions to any given problem by framing Challenges in a way which is **L**imited in Scope, **A**ctionable, **S**pecific, **S**upported and **O**wned. CDI, a method used by public, private and third sector companies alike, results in an 80% success rate and remains one of the premier approaches to crowdsourced innovation.

Dial-in details as follows:

Join Zoom Meeting

<https://us02web.zoom.us/j/88236568831?pwd=dU0zK25GZWl3bGlHUFEzSlZnRVBpUT09>

Meeting ID: 882 3656 8831

Passcode: 197076

We hope you are able to join us and if there are topics and/or speakers you can recommend then please get in touch!