

# Unconventional Thinking

*Mastering Innovation in a Dynamic Future*

*Masterclass*

by

tLC **Academy &  
Innovation Orbit**

February  
25 - 26,  
2021

# Description

This two-day masterclass starts off with inspiring you by presenting and discussing handpicked unconventional solutions and innovations from all over the globe (from various industries). The goal is to trigger an individual reframing process and to reflect and question deeply-held beliefs, mindsets, and cognitive models about how certain things should be done (in your organization).

The question guiding this masterclass will be how to translate valuable cognitive models and mindsets from other industries and regions into one's own contexts and needs. This will be achieved by applying leading-edge interactive innovation formats and settings enabling you to identify and make use of core values of unconventional solutions for your own organization. By the end of the masterclass, you will not only understand the potentials of unconventional solutions, but you will have developed a plan on how to bring forth these translated cognitive models in your own company in order to support you in mastering a dynamic future.

# Goals & Impact

1. Experience and develop unconventional ways of thinking and solutions by learning from other industries and regions of the world.
2. Reflect on your own ways of thinking (e.g., mental models, predictive mind) and learn how to overcome them.
3. Learn how to innovate by applying tools of unconventional ways of thinking.
4. Understand the value of analog, unconventional solutions for your own industry and organization.
5. Learn how to translate the core value of an unconventional solution into your domain and organization in an innovative and productive manner.
6. Learn how to anticipate, make sense of, and exploit future developments and future user needs.
7. Learn about ecosystems that provide the framework for all the questions above.



## Date:

February 25 - 26, 2021



## Duration:

2 days



## Location:

Tulbinger Kogel,  
near Vienna



## Pricing:

1.500€ (early bird),  
1.800€  
(excluding accommodation)



## Language:

English



## Participants:

minimum: 10 people  
maximum: 25 people



## Target Audience:

- Industry-independent, incl. educational institutions
- People Leaders
- Senior Managers
- Specialists: Change Managers, Innovation Experts, Transformation Catalysts



## Contact:

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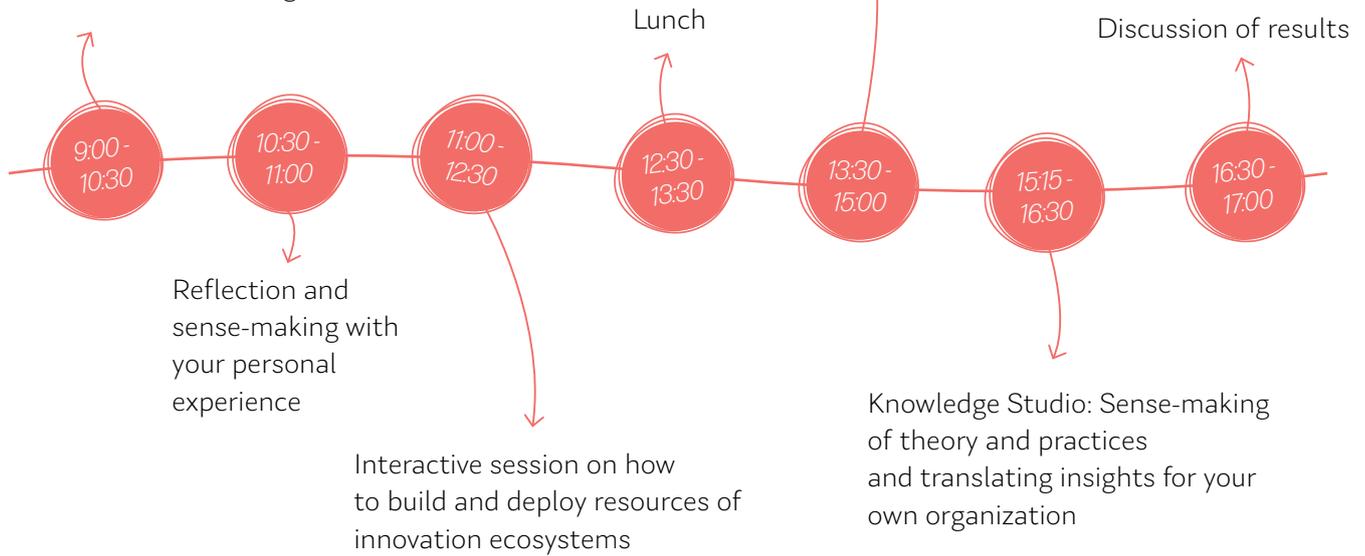
# Agenda - Day 1

*Understanding innovation eco-systems in different regions of the world*

Building a foundation:

Input and activities on unconventional innovations and underlying cultural models from other regions of the world

Interactive session on predictive mind, mental models and barriers of innovation



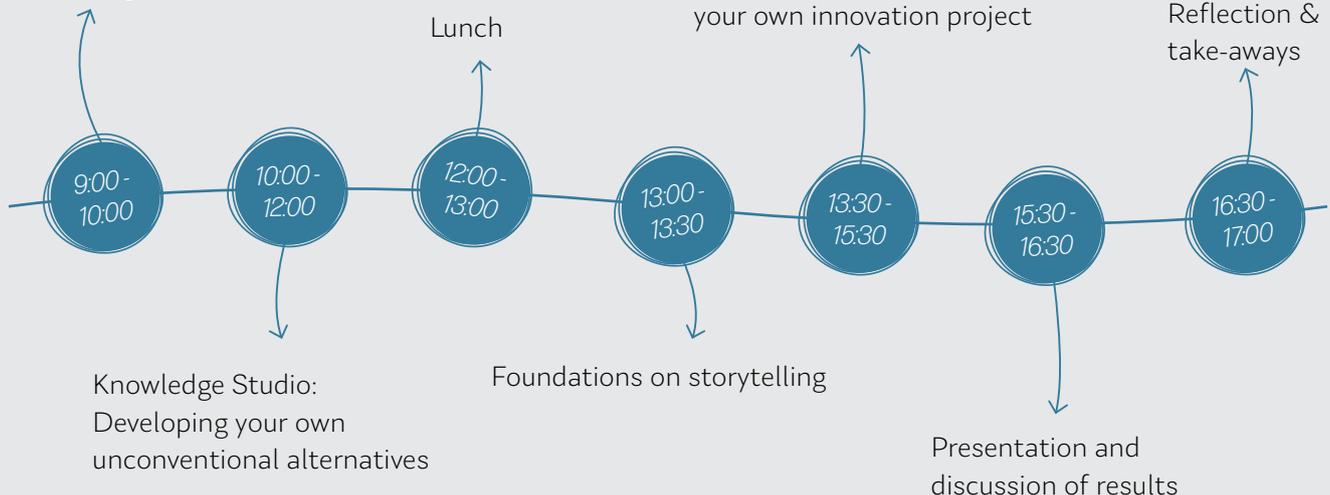
# Agenda - Day 2

*Preparing your innovation project based on unconventional alternatives*

Deep-dive unconventional solutions/innovations from other regions

Knowledge Studio: Developing and preparing your own innovation project

Reflection & take-aways



For registration please contact  
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# Facilitators & Enablers

## Univ. Prof. Dr. Markus F. Peschl

Founder and Chief Science Officer, Professor of Cognitive Science and Innovation at the University of Vienna. In his research, Markus is driven by the question as to how novelty and innovation come into the world. In his work, he brings together innovation, knowledge and cognition in an interdisciplinary manner. Markus has long-standing international experience in consulting projects; he has published more than 140 papers and 6 books.



## Dr. Ludovit Garzik, MBA

Ludovit Garzik holds a Master of Science from the Technical University of Vienna and a PhD in Marketing from the Vienna University of Economics and Business Administration. Since 2005, Ludovit Garzik has been managing director of the Austrian Council for Research and Technology Development. Since 2018 he is additionally managing director of the Austrian Council for Robotics and Artificial Intelligence. Ludovit Garzik is lecturer in LIMAK business school and guest professor at Shanghai University.



## Thomas Fundneider, MBA

Thomas Fundneider is founder and Managing Director of Knowledge and Innovation Architects theLivingCore. Having his background in landscape architecture, his focus for many years has been on establishing an innovative and entrepreneurial culture and mindset in organizations. He is a board member of PDMA Germany as well as Bertalanffy Center for the Study of Systems Science, and lectures at several European universities in Europe.



## Scientific background of the masterclass faculty

- Innovation and knowledge creation in various (cultural/organizational) contexts
- Cognitive living systems
- Knowledge technologies and their embedding in social and physical/architectural designs
- Impact of culture and belief systems on the innovation ecosystems

delivered by



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