



ACTIVITY

UPSKILLING AND RESKILLING INNOVATION CONSULTANTS

An example from a teambuilding session by The Blue Center of Competence
Frøya, Trøndelag, Norway

bks | Blått
Kompetansesenter

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THIS GUIDELINE

This guideline can be used by leaders, management groups or team members who are planning an activity or event that aims to upskill and reskill innovation within their organization. It is based on a teambuilding session for the internal team in The Blue Center of Competence.

This document was created using an AI tool and reviewed by the staff at Blue Center of Competence. Learn more about our editorial guidelines and the use of AI on the last page of this Guideline.

CONTEXTUAL SUMMARY

The Blue Center of Competence organized a teambuilding session with the theme upskilling and reskilling innovation within the organization. By enhancing skills, it is possible to provide better service, to become more profitable, sustainable and accede to changes in the industry.

Upskilling lets team members receive training that provides competence enhancement when working with existing tasks, teams, and projects. *Reskilling* gives team members new methods and tools that enables them to work with new tasks, new projects or in new teams.

Companies that work with competence development will continually face new and unfamiliar tasks and projects. To adapt effectively, it's crucial to equip teams with strong methods that enable interdisciplinary collaboration and allow employees to take on diverse, dynamic roles within projects and processes. This flexibility ensures that teams can respond to changing demands and challenges.

BREAKDOWN SUMMARY

PART 1: THE BENEFITS OF UPSKILLING AND RESKILLING

Upskilling and reskilling is essential for innovation consultants to keep relevant and effective in a world that keeps changing at a rapid pace.

UPSKILLING

Upskilling makes it possible for your employees to learn new or enhance existing skills within their area of work, which entails being updated on the latest methods, tools and technology.

Examples of benefits your from upskilling:

- In-depth business strategies to teach clients to adapt to trends in the market.
- New methods of innovation like lean startup, agile methods and design thinking.
- Technologic competence like data analysis, blockchain or AI for guidance of clients.

RESKILLING

Reskilling involves adapting a new skillset that enables the consultant to work with new and unfamiliar tasks or projects. Reskilling might be necessary when new technology or new market trends outdates some roles.

Examples of benefits from reskilling:

- Transition to digital services that includes the right guidance and toolset.
- Develop competence within new businesses or market segments.
- Sustainable innovation and how to implement sustainable strategies to clients.

WHY IS THIS IMPORTANT FOR INNOVATION CONSULTANTS?

Here are reasons why upskilling and reskilling are beneficial:

- Adaption to the market and new trends
- Increased competitiveness and customer value
- Personal development

The innovation consultants will provide the best possible advice to your clients as well as advancing their own career by continuing to acquire new competence and developing their skills. To conclude, this could create ripple effects and give added value due to reinforcing synergies.

PART 2: HOW TO ARRANGE THE ACTIVITY

FRAMEWORK

When planning a teambuilding session it is essential to start with defining a suitable framework. This will help create a guideline that will provide proper resource allocation, coherence between the internal needs in the organization and the selection of the theme chosen for the gathering. This method will enhance the delivery of the content and the outcome of the gathering.

Example: When defining a suitable framework, it is important to make a time and execution budget. This will entail how much time is needed to create an agenda, a technical timetable, and the estimated hours for the execution of the teambuilding session.

- An agenda ensures good structure and a clear purpose of the chosen theme.
- A technical timetable ensures an estimation of resource allocation and the division of tasks of whom does what, and when its done.

DEFINE THE NEED AND DESIRED OUTCOMES

It is important to define the purpose of the teambuilding session, which entails the need for, and the desired outcome of the themed activity. This procedure will help ensure a successful session as well as make a great starting point for further work in the same direction. It will also provide the possibility to measure a future outcome.

Example: A gathering at the beginning of the year or beginning of a project can be valuable if you want to get the result of the actual outcome. A result like this can give the organization valuable insight that will enhance future work within different projects or roles:

- What did the organization or team members accomplish?
- What was working and what should be improved?
- Which KPI's was met, should some of them be rendered or would it be useful to make new ones?

TIP! Implement a follow-up strategy

This enables you to track results and insights for future improvements. Consider integrating follow-up processes into team, management, or board meetings.

Leaders could incorporate it into employee performance reviews evaluations for a comprehensive approach.

SELECT A SUITABLE EVENT FORMAT

When planning a team-building activity, it's essential to select a format that aligns with the purpose and desired outcome. While using one approach for the entire session can be effective at times, it's often more beneficial to mix different activities and create varied atmospheres. This helps engage participants and better achieve the event's objectives.

Examples of different activities to mix and choose from:

Strategic activities are an excellent choice when an organization seeks to gain valuable knowledge and insights to strengthen its existing strategy, develop a new one, or evaluate and refine KPIs. **Creative activities** boost innovation when creating new products or designing projects. **Social activities** help strengthen the sense of community and collective mastery among team members. A **productive activity** can be strategic, creative, or a blend of both. It is often beneficial to choose a productive activity when the end goal is to produce tangible results or achieve important decisions.

Tip! In part 3 you'll find more activities that you can mix choose from

Considerations for choosing the right venue and creating the ideal atmosphere:

Assess whether your current office environment is conducive to team-building activities. If not, consider alternative venues or co-working spaces specifically designed for such events. These locations often provide unique features and activities that create a fresh, engaging atmosphere, enhancing the overall experience.

Plan activities that promote collaboration, such as:

- "Walk and talk" sessions for open communication in a relaxed setting.
- Workshops aimed at developing teamwork skills.
- Unique, immersive experiences.

Opt for venues specializing in team-building to simplify planning and ensure a more effective session.

PART 3: ACTIVITIES TO MIX AND MATCH

Innovation workshop

This activity provides a collaborative session where your team uses different methods like *design thinking* or *lean startup*, to solve real business problems. This activity strengthens problem-solving skills, enhances creative and innovative thinking, and provides practical experience with modern innovation tools.

Design thinking is a problem-solving approach that focuses on understanding user needs and developing creative solutions through empathy and iterative design, while *lean startup* is a methodology that emphasizes rapid experimentation and validated learning to quickly develop and refine business models and products.

Technology safari

This activity is a team event where your group visits tech companies, startup incubators, or research centers to explore the latest technological trends. It helps keep the team informed about advancements, fosters networking with industry experts, and sparks inspiration for integrating technology into future innovation projects.

Hackathon

This is an intensive, time-limited event where your team collaborates to develop new solutions, prototypes, or products. It fosters teamwork, encourages quick decision-making, and offers hands-on experience with technology and innovation processes. Participants can enhance their skills in areas such as coding, design, and project management, all while working in a fast-paced, collaborative environment.

Creativity exercises

Creative activities include brainstorming sessions, creative role-plays, or improvisational theater. They enhance creativity and encourage out-of-the-box thinking while building trust and collaboration within the team. Additionally, they help develop communication and presentation skills, making team members more effective in expressing ideas and working together.

Simulation games

These activities involve making strategic decisions in a virtual business environment, enhancing strategic thinking and offering valuable insights into complex business dynamics. They also help strengthen the team's ability to handle pressure and uncertainty, promoting resilience and adaptability.

PART 3: ACTIVITIES TO MIX AND MATCH

A **learning sessions with experts** involve inviting specialists to conduct lectures or interactive sessions, offering in-depth knowledge, opportunities for direct feedback, and inspiring further learning and professional development.

Peer-to-peer learning consists of internal sessions where team members share their expertise, fostering a learning culture, utilizing existing knowledge, and promoting collaboration and knowledge sharing.

A **design sprint** is a short, structured process that helps teams tackle big challenges and test new ideas quickly. It provides a framework for rapid innovation, involving the team in creative problem-solving and delivering tangible results for testing and further development.

Case studies involve analyzing real successful innovation projects, offering insights into best practices and lessons learned, enhancing analytical skills, and inspiring the adoption of similar strategies.

Interdisciplinary collaboration involves working with teams from other departments or external colleagues with diverse expertise and perspectives. By bringing together different competencies to tackle complex problems, this approach fosters a comprehensive understanding of business processes, enhances innovation, and improves overall effectiveness. Expanding the team's network across functions, disciplines, and external sources leads to more creative solutions and drives better innovation.

When planning team-building experience to upskill and reskill your team, it's important to make it enjoyable. A positive and enthusiastic attitude makes the event more engaging and creates a motivating environment. This will contribute to enhance effectiveness of the activities and helps to ensure a memorable experience for everyone.

Good luck!

EDITORIAL GUIDELINES

The Blue Center of Competence' role

The Blue Center of Competence is committed to promoting education, research, and sustainable development in the marine industries. We ensure that our publications provide accurate information and reflect diverse perspectives, focusing on transparency and responsibility.

Integrity and credibility

The Blue Center of Competence must always operate independently, with a commitment to maintaining the highest ethical standards. The editor and staff are responsible for ensuring that all content avoids conflicts of interest and remains impartial in both judgments and decisions. This dedication to transparency and ethical integrity reinforces the credibility of our work.

Use of artificial intelligence (AI)

All AI-generated content must be manually verified before publication. This means that a human must review and approve any content produced by AI tools. AI-generated material is clearly labeled to ensure transparency with our readers.

Interaction with partners and stakeholders

Blätt Kompetansesenter operates within a network of collaborators in research, education, and industry. We maintain a clear distinction between editorial content and commercial or political interests. Our focus is to strengthen the marine sector through objective and evidence-based information.

Relationship with sources and information

We protect our sources and the information they provide, taking special care with confidential or sensitive material. Sources are given the right to respond simultaneously to issues that concern them.

Publication rules

All publications are conducted with consideration and professionalism. We ensure that our articles are accurate and that any errors are corrected promptly. Information that could harm individuals or involve sensitive topics is handled with great caution, especially in cases involving children or vulnerable groups.

If you want to learn more about the use of AI, check the step-by-step guide on how to use ChatGPT on the last page in this guideline: D11.3 TMN Guideline Inclusivity in Aquaculture Networking Event