

“Let's break the rules!”

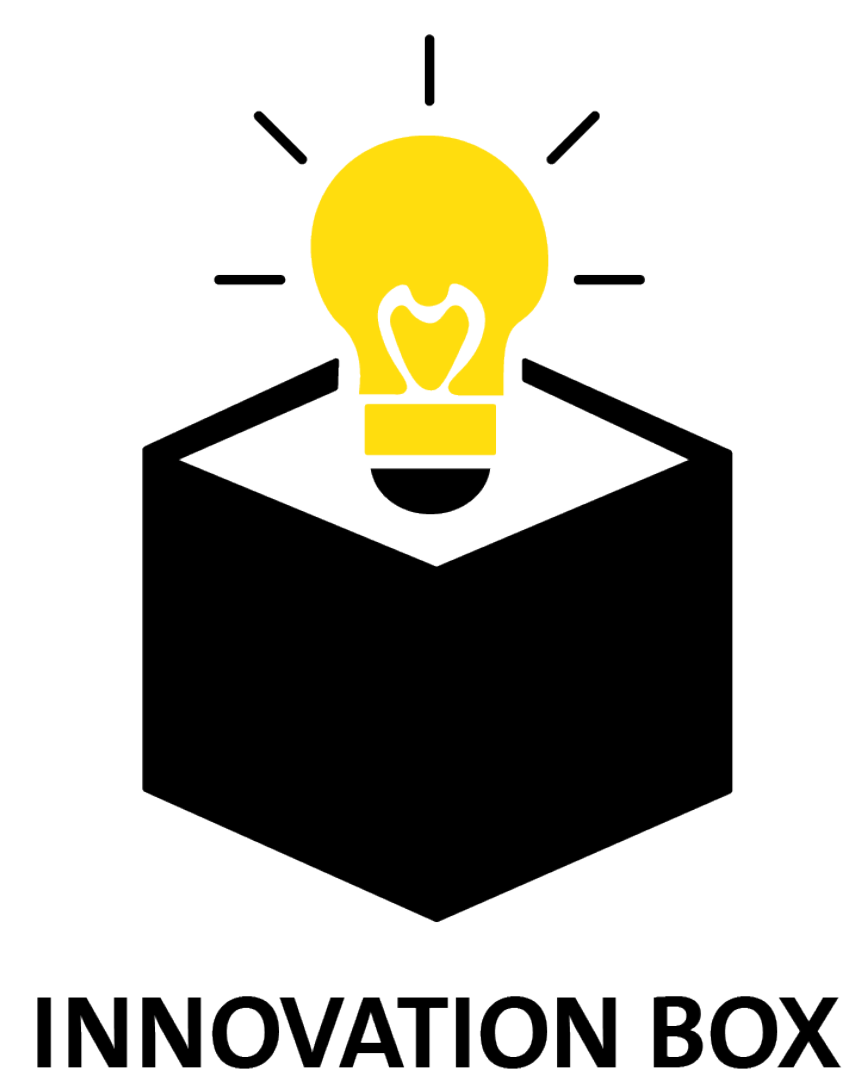
The story I want to share

I was completing my first apprenticeship year at Swisscom as a commercial clerk when I asked why my apprenticeship did not include modules in the field of innovation and entrepreneurship.

Within 5 months **this questioning led me to an create entrepreneurship training** for generations y/z: the Innovation Box is the result of my commitment to and collaboration with my employer and a business school.

Innovation Box participants work on real business problems faced by companies and create a first prototype/product / solution for them by using innovative methods such as design thinking, lean start-up or agile project management.

First established in Bern, this entrepreneurship training is now being conducted in Zurich and Geneva, with the aim of **becoming international** next year.



Morris Gyger

Commercial clerk & founder entrepreneurship program for generations y/z

Innovation Box – an educational breakthrough?

Lessons learnt

I asked, they listened. I created, they supported. We all benefitted from this dialogue.

It gave innovation and entrepreneurship a chance to emerge.

The 5 steps of design thinking

Design thinking or “hear, create, deliver” (Swisscom version) is a wonderful method to learn more about your clients and their needs. It has 5 phases:

1. Empathise
2. Define (the problem)
3. Ideate
4. Prototype
5. Test