



Managing Innovation™ **Driving Ideas from Strategic Initiative to Value Creation**



In this program, you will come to see the management of innovation as a powerful and practical way to create value by selecting and exploiting the best new ideas — both for improvement and radical change in products, processes, positioning, platform, or paradigm. The program is based on research by David L. Francis, Ph.D. and his colleagues at **CENTRIM** (The Centre for Research in Innovation Management), identifying the best practices of successfully innovative organizations and leaders. You will incorporate innovation management skills and processes into your work by absorbing the results of research on exceptionally innovative organizations. You will then put that knowledge to work through structured activities, cases, and skill practice. Later, you will experience and practice many of the skills and tools used by the most successful innovation managers.

OBJECTIVES AND OUTCOMES

As a participant, you will be able to:

- ▶ Describe best practices in innovation management
- ▶ Analyze and begin to develop the appropriate mindsets and skill-sets for each of the five phases of the innovation journey
- ▶ Reflect systematically on your own strengths and weaknesses as a manager of innovation
- ▶ Identify organizational innovation capabilities and barriers
- ▶ Participate in and facilitate a real “innovation journey”
- ▶ Develop an innovation agenda that can be implemented following the program.

WHO SHOULD PARTICIPATE?

- ▶ Individual contributors whose work involves facilitating innovation
- ▶ Managers who see fostering innovation as a part of their role
- ▶ Senior managers who lead or sponsor innovation as part of their responsibilities

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COURSE OUTLINE:

- ▶ Opening Exercise, Definitions, Key Models
 - Exercise, discussion, and exploration of core definitions and concepts related to creativity, innovation, and innovation management
- ▶ Personal Connections: Contributions, Lessons Learned, Needs, and Issues
 - Examination of participant and organizational strengths, needs, and experiences regarding innovation management
- ▶ The Innovation Journey
 - Introduction to the core model for innovation management and application to participants' past experiences
- ▶ The Avatars of Innovation: Mindsets and Skill-sets
 - Exploration of the mindsets and skill-sets required during each phase of the innovation journey
 - Review of the mindsets and skill-sets as applied to participants' own management practices; identification of further learning needs
- ▶ Searching and Exploring
 - Analysis of the Searching and Exploring phases of the innovation journey
 - Skill practice, observation, and feedback
- ▶ Tools for Idea Development
 - Introduction to several tools for generating, developing, and selecting promising ideas
- ▶ Innovation Journey Exercise
 - Practice in managing a competitive, time-bound innovation journey through all the phases
- ▶ Organizational Capability: Research and Application
 - Application of six areas of innovation capability identified through research on successfully innovative organizations to participants' own areas of influence and responsibility
- ▶ Innovation Agenda
 - Development of a draft plan for implementing innovation management skills.



Managing Innovation™ is also available in British English, Spanish, and Portuguese.