



MANAGING INNOVATION – SYLLABUS

MODULE 1: INTRODUCTION TO INNOVATION, INNOVATION MANAGEMENT & INNOVATION MANAGEMENT SYSTEMS

- Learn the significance of innovation, innovation management and innovation management systems (IMS)
- Comprehend why innovation management has to be addressed with a holistic approach
- Understand the principles underlying the foundation of an IMS
- Know the existing standards that can support the IMS implementation process

MODULE 2: INTRODUCING FOUR CRITICAL ELEMENTS FOR AN EFFECTIVE INNOVATION MANAGEMENT SYSTEM

- Learn the importance of determining the internal and external context for a successful innovation
- Comprehend the importance of understanding the needs and expectation of the organization's interested parties
- Identify the factors (hard & soft) required to develop an innovation culture
- Learn when and how to develop innovation partnerships

MODULE 3: ALIGNING INNOVATION WITH THE ORGANIZATION'S STRATEGY

- Understand the role and responsibilities leaders have in building and inspiring innovation
- Learn how to define a value proposition
- Learn how to set up an innovation vision and strategy aligned with the overall organization strategy
- Understand the value of setting up a balanced innovation portfolio

MODULE 4: TRANSFORMING AN INTENT INTO VALUE

- Learn about the phases of the creative process and the purpose of each of them
- Be made aware of the techniques that could be used in each phase to ensure the effectiveness of the idea generation process
- Understand the competences, tools, methods and resources needed in each phase

MODULE 5: CREATIVITY - THE SPARK & FUEL TO INNOVATE

- Understand the activities required to transform an intent into value
- Learn about the inputs, output and activities related with each phase
- Be made aware of the challenges in each phase
- Identify the competences, tools, methods and resources needed in each phase

MODULE 6: SUPPORTING THE INNOVATION ACTIVITIES

- Identify the resources needed for an effective innovation management system
- Learn about the competences required to carry out the different innovation activities faced in each phase
- Understand the role of intellectual property and strategic intelligence in an innovation management system



MODULE 7: ASSESSING THE PERFORMANCE OF THE INNOVATION MANAGEMENT SYSTEM

- Identify the key innovation metrics and innovation performance indicators required to measure, monitor and assess the performance of the IMS
- Understand why an assessment of the IMS performance is required to achieve a sustainable IMS
- Define the mechanism of continuous improvement within an IMS