

Dates

Tuesdays on 9 & 23 April
6 & 21 May and 4 June

Innovation management & Team learning Course

– *Why is innovation management important?*

Organizations that are operating "post chasm" i.e. in a mature market/mass market are constantly facing the threat of disruption. The threat comes from the "pre chasm" (usually start ups) companies that are fast, nimble and up to speed in what is possible with the new technology that is constantly evolving in an accelerating pace. At the same time they need to educate their customers and can't use traditional (post chasm) sales thinking and people.

The competition from disruption is about how fast the "pre chasm" companies can accumulate a distribution to the mass markets and how fast the matured incumbents can get the innovation to market. For the incumbents to systematically do so successfully they need an innovation management system that uses the access to their customers to co-evolve with new products and services.

Organizational Pains & Gains

Three phases of disruption

1. New technologies enter
2. Infrastructure created that offers access to the new technology and simple interfaces that enables adoption
3. How commercial usage is organized and changes value proposition to disrupt industries and markets

Context pain

- Accelerated rate of market change
- New technologies, new opportunities and threats
- Increased competition, lowered barriers, globalization
- Pressure on demands for growth
- Challenges to meet strategic innovation objectives
- Increased competition and loss of market share



Learner's gain

- Future career position
- Increased network intelligence
- Preparing a responsible person for internal Innovation management in the organization.

Manager's gain

- Increased network intelligence
- Preparing a responsible person for internal Innovation Management in the organization
- Knowledge sharing about your organizations innovation management status and organizational needs

Organization's gain

- Current state analyses of innovation performance
- Strategic objectives for innovation performance
- Developed plan for increasing innovation performance for growth

Learning Tour – Innovation management

1. Pre-work, to set up learning environment
2. Learning Session 1 – Overview
3. Preparation week in your organization or customers
4. Learning Session 2 - Assessment
5. Assessment week in your organization or customers
6. Learning Session 3 – Strategic management
7. Strategy week in your current organization
8. Learning Session 4 – Transformation
9. Transformation Plan Week at your current organization
10. Final presentation and summarization of learning's and feedback

Course Output

- Diploma from International Innovation Management Institute
- Individual, based on outcomes, reflection papers and skill profile.
- Current innovation management status report
- Developed plan for increasing innovation performance for growth
- Team, knowledge sharing, according to team outcomes.
- Organization, based on outcomes



Learning Tour - learning while fulfilling organizational objectives!

We welcome organizations and individuals that is looking to structure an innovation process to meet the accelerating pace of change which is leading to changing needs, products and services. Survival of all organizations demands a systematic approach to manage innovation. A learning tour is a delivery of a prototype deliverable while focusing on learning to learn to accelerate your learning. In our case it is the delivery of an Innovation Management assessment and structure as well as developing your learning tool i.e. YOU!

Seamless learning

Seamless learning bridges private, work and formal learning spaces where learning happens through both individual and collective efforts, and across time and different contexts (such as in -education vs after -education, formal vs informal learning, physical world vs. virtual reality or internet)

We have designed the learning process supporting you with discovery, capture, and assessment tools. As final delivery you will get a “prototype” of an innovation management transformation plan for your organization.

Knowledge sharing

Learning in your context is not just enabling learning for you but for your organization and your team. In order to know what type of knowledge sharing your organizations want we set the knowledge sharing objectives as part of the learning. Sharing the discovery content and reflection papers allows for your team and organization to take part of your learning. Your reflection content will be guided by your learning objectives and those of your team and organization. Delivering an Innovation Management assessment on top of that allows your organization to be prepared to evaluate a continued process to build upon that knowledge.

Learning by doing in your context

Many educators in today’s world have theoretic education and let you do the interpretation and implementation of the theory that stuck with you. Others are starting to use “Learning by Doing” like case working etc, but still the context is separated from your organization. What we do is to supply a theoretic body, learning tools and coaching support for you to learn by doing in your organization, you bring your actual current information to reflect upon in relations to other organizations in the same process.



Deep Learning

Using the seamless learning tools to capture discovery data during the eight weeks of education you will use the “team learning” process in our sessions. We do this to exchange perspectives, zoom -in-zoom-out and triangulate, all just to take your learning process to another level and improve your prototype deliverable. Experience learning needs to be complemented by deep reflection in order to make the most out of it and create an action plan for the next discovery phase. You will be working through four Deep Learning sessions and four discovery phases.

Team Coaching

Team learning requires correct coaching to accelerate the learning process; our aim is for you to learn to team coach in order to accelerate your learning. Learning through others is the way you need to learn in order to access Deep Learning. As such Deep Learning, Team Learning and Team Coaching is very much integrated. Hierarchy does not tap potential in humans; you need to have a high level of trust in order to allow for the “glasses of bias” to be withdrawn. That’s why the team coach has a very important task, to see that the dialogue (sharing perspectives) is maintained and not the discussion (right or wrong) occurs. Here we are interested in increasing the richness of the object of dialogue and not get stuck into who’s reality is more correct than the other. Once the richness is added we go into a decision phase in the dialogue and it is always in relation to our scope and the scope variables.

Integration of Objectives

In order to maximize delivery value we need to integrate the objectives of the organization on which we create the innovation management assessment for. These objectives together with your objectives and the team that you will work with in class, becomes a process to learn how to integrate objectives to maximize value for those involved.

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