

Innovation – Why? And if so, how many?

Training: Innovation Management

05 JUNE 2018

Forschungszentrum
Jülich GmbH



Language: English
Duration: 8 hours
Number of Participants: max. 12 – 14

Further information:
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Innovation Management I

Fundamentals of Innovation Management

Description

This training provides a fundamental overview of the complex subject referred to as Innovation Management. With the embedment of specific examples, the course aims to explain the term “Innovation” and its importance. Entirely in line with “Everybody loves Innovation until it affects him” this course should get the participants excited for innovation.

Furthermore, it should be shown that innovation is not just possible but in fact mandatory to manage. This can solely be realized by understanding innovation as a well-defined process rather than a flash of inspiration. For this sake, substantial measures to define the processes are discussed within this training.

Together with the implementation of a realistic and evolving case, the participants should discuss in groups and apply their theoretical knowledge in Innovation Management.

Content

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|---------------------------|--|
| Introduction | <ul style="list-style-type: none">■ What is innovation?■ Why is it important to innovate? |
| The Process of Innovation | <ul style="list-style-type: none">■ Understanding innovation as a process■ Steps of the innovation process – overview |
| Looking for Innovation | <ul style="list-style-type: none">■ Where and how to find innovation■ Methods to find/specify ideas and innovation■ Ideas with potential – decision making■ Implementation of ideas by increasing the rate of success and simultaneously minimizing the accompanied risks |
| The Innovative Company | <ul style="list-style-type: none">■ Culture and practices of an innovative company |

Academy Training
Innovation Management
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Duration: 8 hours
Location: Forschungszentrum Jülich GmbH
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