

# INNOVATION MANAGER

Integrated innovation strategy

INNOVATION MANAGER is the training programme devised to support Top Management working **today** to identify, design and manage innovation processes to enhance the competitiveness of their organizations. This path represents a concrete opportunity to improve one's effectiveness in implementing an ***integrated strategy for innovation***.

## WE WILL WORK

- Knowing how to interpret the role of manager in an adequate way for the management of innovation projects
- Improving one's effectiveness in the use of techniques and tools for the start up, the dissemination and the management of innovation projects
- Acquiring new awareness of the competence required by the role
- Fostering the activation of a personal managerial development plan
- Aligning behaviour of colleagues and collaborators in the management of innovation projects

## FORMAT

The programme foresees a total commitment of **34 hours** for each participant spread over a maximum period of *4 / 5 months*.

### 1°) CLASS TRAINING PROGRAM

(16 hours)

The class training focuses on some of the main aspects for those who have to deal with change processes, to manage complex problems effectively and to make conscious decisions.

#### a) Innovation & Strategy

(8 hours)

CONSOLIDATING THE ORGANIZATIONAL INNOVATION CULTURE

*Strategic vision and alignment of organizational dynamics*

*The principle of coherence in a time of few resources*

*Factors that foster an organizational culture for innovation*

*Using strategic analysis tools effectively*

*Business Model Canvas & Value Proposition Design*

*How to use S.W.O.T. & P.E.S.T. Analysis effectively*

*Checking strategy using the Blue Ocean Strategy Test*

*Organizational innovation & Management Styles*

#### b) Innovation & Adequacy

(8 hours)

MANAGEMENT IN ACTION

*Management & Leadership – it's easy to say leader ...*

*The different dimensions of leadership*

*Skill / Will matrix*

*Emotional intelligence that produces results – how to communicate effectively*

*Leading complexity*

*Leading the business*

*Leading the people – Improving leadership skills*

## 2°) TEAM COACHING FOR EXPERIMENTATION

(12 hours)

This module foresees the experimentation in the company of what was learned in the training sessions, activating sessions by means of company manager working teams. The aim is to:

- *acquire the methodology to generate ideas*
- *experiment how to pass from an idea to an opportunity*
- *exchange opinions with colleagues on some possible ideas*
- *develop possible new partnership relations abroad*
- *verify critical aspects of one's idea*

We will deal with:

- *what is the intuition? - In search of possible ideas*
- *what is the idea? Observation versus interpretation*
- *creativity vs. innovation & business vs. innovation*
- *which characteristics are imaginable? Brainstorming techniques -*
- *which aspects are challenging but possible? Blue Sky methodology*

## 3°) INDIVIDUAL COACHING

(6 hours)

The project envisages the accompaniment of participants, to facilitate the overcoming of difficulties, resistance, uncertainties, which normally arise in change projects. It is an individual path leading to the achievement of the professional objectives required:

- Define / recognise one's personal improvement and change objectives
- Work on real concrete situations relative to one's professional sphere
- Foster personal effectiveness and organizational development
- Experiment new behavioural and interpersonal models.

Starting from the verification of a correct perception of one's responsibilities and the main organizational processes in which one is working, participants compare experience and approach in relation to specific management problems, linked to the role, with the aim of ensuring a correct achievement of objectives assigned to oneself and to others.

## HOW WE WILL WORK

The methodology foreseen for the project is based on maximum interaction with participants, based on a constant concrete reference to the company's current organizational reality. Analysis and commenting case studies, self and peer assessment grids will be used. Furthermore diagnostic tools to support coaching activities will also be used.