

2017 Curaçao Business Point Conference

Managing the Innovation Process

How can innovation be managed and why is it important to have a systematic and integrated approach? This workshop will provide an introduction to innovation as an organizational discipline and to the emerging international guiding standard for innovation management. You will learn about the key elements of an Innovation Management System and how to get started with implementing them in your organization.

CONTENT

1. KEY CONCEPTS AND DRIVING FORCES

Understanding what innovation is and how it can be managed is fundamental to every organization. You will learn about the basics of innovation management and its driving forces.

Exercise; determining the driving forces pushing your organization to innovate.

2. INNOVATION MANAGEMENT SYSTEM

You will learn about a framework for managing innovation in a systematic and integrated way, and about the ongoing work to develop an international guiding standard.

3. SCANNING TO IDENTIFY OPPORTUNITIES

Understanding external trends and internal capabilities are the first steps to identify innovation opportunities. You will learn about methods from leading companies.

4. INNOVATION PROCESSES AND SUPPORT

Organizations can use different processes to realize value. You will learn about the different activities that constitute most innovation processes and how they can be supported.

Exercise; make a quick innovation management assessment of your organization.

5. HOW TO GET STARTED

The final module will summarize the different elements of the Innovation

Management System and discuss how you can get started with implementation.

Exercise; develop the first steps of your action plan.