



Innovation in a VUCA World

Agility, Innovation & Change

Innovation in a VUCA World

Develop and promote a disruptive mindset in your organization that supports innovation and sustainable growth.

Highlights

- You will learn how to use Blue Ocean strategies in your role.
- Use the Stage-Gate process for the long term innovation.
- Implement the 8 functions of innovation leadership.
- Practice innovation tools, frameworks and methods.

Key Competences

- Driving innovation projects
- Change management
- Design thinking
- Risk management
- Innovation project management strategies

The Right Programme for You

You are a senior manager with 5+ years experience leading teams. You lead your organization's innovation challenges, and you want to get an innovation toolkit to drive new initiatives and projects.

Senior Managers



Learn, Practice and Use

- **Take** advantage of the ideas and concepts of most innovative companies in the world
- **Master** a range of innovation leadership competencies
- **Understand** how leaders in an organization can make or break innovation
- **Learn** how to create an innovative culture for your organization
- **Be** able to remove critical barriers to innovation and get the organization's buy-in on innovation projects
- **Develop** innovative thinking, planning and implementation skills
- **Deep-dive** into innovation methodologies and frameworks that work
- **Benefit** from immediate feedback to help deliver on your innovation challenges
- **Know** how to benefit from the multiple innovation resources - both internal and external
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

Practical Information

Face-to-Face



3 days
€3,795

Available In-Company

The programme is available as an In-Company solution for your teams. More information at mce.eu/inco

Programme Modules

1

Introduction

- Definitions of innovation and the importance for organizations
- VUCA world realities and related innovation challenges
- Framing your innovation challenge

2

Roads to innovation

- Innovation myths
- Innovation language
- Key success factors and obstacles to innovation

3

Strategic directions

- Innovation strategies: linking innovation and business strategy
- Dealing with risk in a VUCA world
- Protecting innovation

4

Innovation models

- The innovation radar: Areas of innovation
- Blue ocean strategy
- Design thinking
- Outcome driven innovation

5

Sources for innovation

- Connecting with your customers
- Ideation techniques and idea screening
- Open versus closed innovation
- Challenging industry conventions

6

Innovation processes

- The innovation process framework
- Managing innovation portfolios
- The long road: Stage-Gate process
- Innovation project management

7

Innovation resources

- Resource mapping: human and financial resources
- External innovation resources
- Stakeholder analysis

8

Innovation organization and structure

- Organization types: weaving innovation into business
- Communication and physical environment
- Innovation networks
- Innovation incubators

9

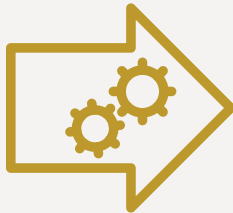
Making innovation work in the VUCA world

- Eight functions of innovation leadership
- Developing an innovation culture
- Making innovation work: executing innovation
- Performance metrics
- Innovation audit



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

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