

Integrated Innovation Management Programme



Course Objectives

You will:

- Understand how to meet increasing customer demands better
- Bring new products and services to market faster
- Improve your Return on Innovation Investment
- Understand how to create a product development programme cost effectively
- Improve the quantity and quality of ideas coming from your people and managers
- Know how to incorporate innovation into all areas of your business
- Become more creative whilst remaining business focused
- Be able to incorporate innovation into your business strategy



DRIVING INNOVATION IN 2010

The Complete Innovation Solution

What is it about?

- The Integrated Innovation Management programme is a 2 day course introducing **Innovation Management** as the core business discipline for the 21st century.
- In a global economy UK businesses cannot compete on price alone and must differentiate their products or services in order to succeed. In order to differentiate you must innovate.
- The course introduces the **Integrated Innovation Framework** – an all encompassing approach to managing ideas, innovations and change within your business.
- Introducing best practice tools and techniques from the most innovative companies worldwide.

Who is it for?

- All managers and staff responsible for incorporating innovation into the business, setting strategy and those implementing change projects and programmes.
- Anyone seeking to drive a business forward and differentiating themselves from the competition.

Course Details

- **2 days**
- **Contact us for latest dates**
- **Held at Henley Business School**
- **£1,500 + vat** (inc. accommodation and meals)

Contact

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The course is run at the world renowned Henley Business School – the perfect environment for learning and networking. It is within easy reach of the M4, M40 and M25. For directions

go to www.henley.com and click on 'How to Find Us'

Who are Innovation Leaders?

Innovation Leaders is a division of Project Leaders International (PLI) Ltd. A professional services company offering world class consulting, training and software to help organisations become more innovative and productive. See what we offer at:

www.innovation-leaders.co.uk.

PROGRAMME TOPICS

- A Framework approach
- Innovation Planning
- Quarterly Innovation Workshops
- Innovation Themes
- Suggestion schemes
- Open Innovation
- Risk Management
- Innovation Projects
- Stage-Gate methods
- Innovation Management Technology
- On-line tools
- Visibility & control
- Innovation training
- Innovation Champions
- Managing Performance

Integrated Innovation Framework



INTEGRATED INNOVATION

The course starts with an introduction to the **Integrated Innovation Framework** and how it can help in building innovation into the DNA of your business.

INNOVATION PLANNING

It may sound odd but the most successful companies actually plan to be innovative! Linking innovation to strategy is a key starting point. This session looks beyond annual planning into **Quarterly Innovation Workshops (QIW)**s and how to theme them.

INNOVATION PIPELINE

Understanding where your ideas come from is one thing, managing them and generating them is another! This session looks at the best tools and techniques for managing ideas, from **suggestion schemes** to '**Open Innovation**' and the risks involved.

INNOVATION PROCESS

Implementation is everything! It's no good generating high volume high quality ideas if they are poorly implemented and managed. This session focuses upon appropriate **Stage-Gate** techniques for managing Innovation Projects.

INNOVATION PLATFORMS (TECHNOLOGY)

Can technology help managers innovate? How can **on-line** tools and platforms give added **visibility and control** over the innovation process and the implementation of projects? A key note speaker involved in developing such systems will talk about the latest and up and coming technology.

INNOVATION AND PEOPLE

People make companies successful – not just systems and processes! Organisations can install the latest innovative systems and procedures but if they neglect to manage their people to encourage innovation it will all be in vain. What **kills off innovative thinking**?

Can you train people to be innovative or are the most innovative people born? We look at **training 'Innovation Champions'**

INNOVATION PERFORMANCE

This session looks at the '**Performance System**' and how to **encourage, reward and invigorate** innovative thinking in your workforce. **Innovation Management** – The key management discipline for the UK in the 21st century.

NPD PROCESSES

The course also consists of a series of modules drawn from the latest thinking in strategic project and programme management, business strategy and stage-gate methodologies. It focuses on establishing best practice processes within businesses such as; Stage-Gate project methodologies, Integrated Innovation Management and Innovation Review Boards. It is relevant to service companies as well as product based companies and is valid to organisations in either the private, public or charitable sectors.

Innovation and Implementation

InnovX™ software

"From ideas to implementation"

Innovation is key in today's economy. Managing Innovation and **New Product Development (NPD)** processes is key to the delivery of higher quality and more creative solutions. Bringing new solutions to market on time and within budget requires the best tools available in **Innovation Management** – the *InnovX* is such a tool.

This **web-based** application enables the effective management and control of any innovation programme. It ensures consistent application of **best practice** techniques across diverse teams and companies and is integral to a comprehensive and effective approach to new product development.

MANAGING THE CHANGE

Nothing is more frustrating than to have great ideas fail due to poor project management. The development of new products and services requires a robust and well tried approach to managing implementation.

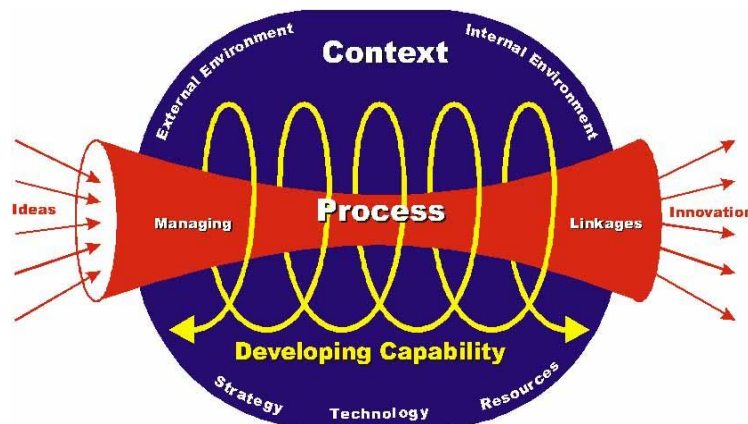
Innovation projects differ from other projects in that, amongst other things, they can be high risk and are delving into untried and untested areas. As a result many organisations that depend on the development of new products and services, such as the Pharmaceutical sector have developed effective "Stage-Gate" processes.

WHAT OUR CLIENTS SAY

"Just a brief note to tell you the feedback I received from the people that attended the workshop today: they were ALL enthusiastic! They understand the importance, the priority for the company; the effort they need to put into this and are really willing to embrace it!"

Simon, thank you once again for coming here in Rome and supporting me on the introduction of this great project!"

Roberta Zanoni, Acquisition and Marketing Director, Universal Pictures Italy



SOME CURRENT CLIENTS



CONTACT US

If a comprehensive and innovative approach to innovation or new product development strategy is of interest to you or you would like more information on how we can help your business become more innovative through training, consulting or software please contact us now on 01491 411121 or email us at info@innovation-leaders.co.uk.

Ref: IL 1109