



CERTIFIED INNOVATION MANAGER TRAINING

UNIVERSITÄT
LEIPZIG



OUR MISSION



We are dedicated to providing theoretical insight as well as practical experience developing small and medium-sized enterprises (SMEs).

Due to our location in Germany, we consistently have had the opportunity to learn from successful German SMEs and to analyze, in detail, their best practices and winning experiences.

These exceptional firms of the “Mittelstand,” as they are called in Germany, are known worldwide for their dynamism and constant innovation. Not surprisingly, many of them have managed to achieve leadership positions in a number of different countries and markets by offering high value-added products and services.

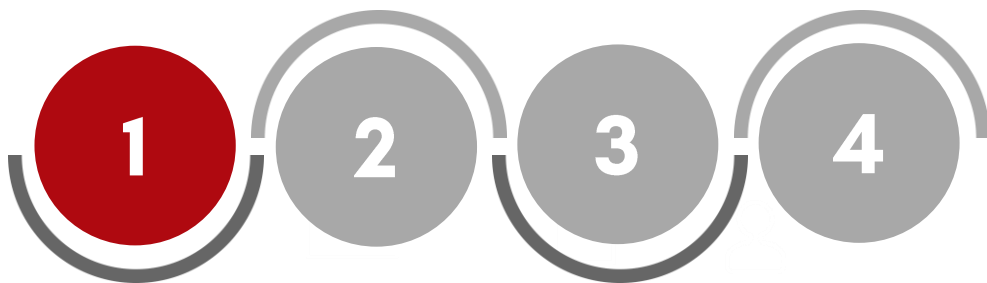
For these reasons, we have decided to base our program on the patterns of the outstanding German Mittelstand. Our main goal is to transmit this knowledge to firms and institutions from all over the world, in order to implement **winning strategies to successfully promote SMEs**

CERTIFIED
INNOVATION MANAGER TRAINING



Innovation Management

A summary of our capacity-building journey



**CERTIFIED
INNOVATION
MANAGER**
(training)

**ISO
Innovation
Management**
(training)

**Certified
Innovation
Coach /
Implementer**
(certification
valid for 3
years)

CIC+ / CII+
(renewal of the
certificate)

**CERTIFIED
INNOVATION MANAGER TRAINING**

TRAINING CONCEPT

Innovations are important factors for strengthening the competitiveness of any enterprise. Product and service innovations oriented to new or existing markets, as well as the development and implementation of new production processes, organizational structures or business models, are decisive factors in the marketplace.

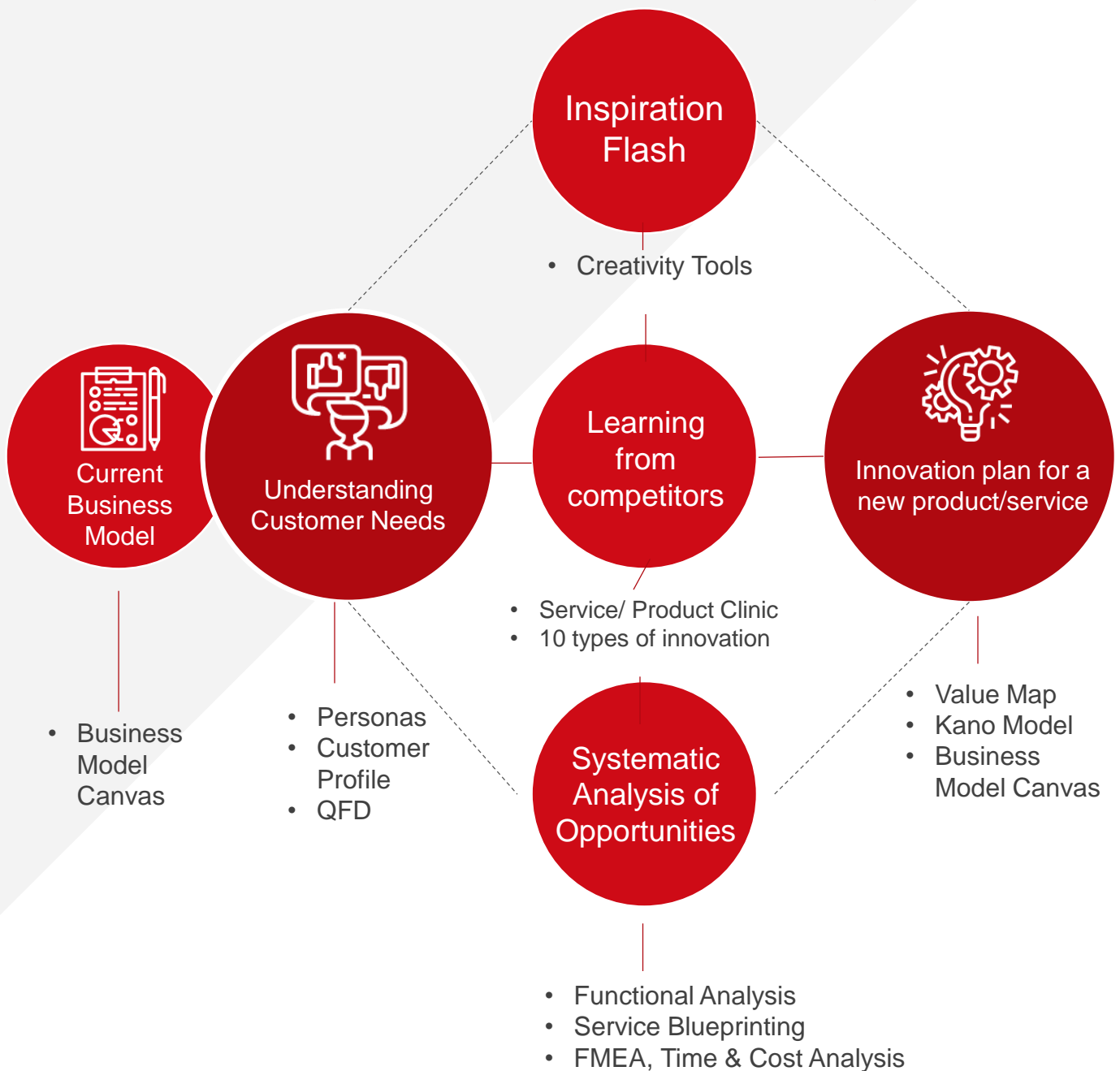
In market-driven innovation processes, the company's attention is focused on the newly discovered unfilled need of the potential customers. Today's possibilities to access information worldwide have changed the role of the customer in the global marketplace. Market-driven innovation management requires a systematic approach that allows for understanding and developing solutions which effectively respond to the fulfillment of the customers' needs.

The main purpose of the training, is to familiarize participants with the application of different concepts and tools surrounding innovation management on their organizations. The course has been designed for managers in the public and private sector



**GLOBAL
MARKETPLACE
+ INNOVATION**

OUR INNOVATION MANAGEMENT APPROACH



CONTENT **MODULE 1**

SESSIONS	TOPICS	METHODS/TOOLS
1 INNOVATION CONCEPT	<ul style="list-style-type: none">• Introduction	<ul style="list-style-type: none">• 10 Types of Innovation
2 UNDERSTANDING CONSUMERS	<ul style="list-style-type: none">• Customer Integration in Innovation Process• Analysis of Market Demand	<ul style="list-style-type: none">• Personas• Customer Profile• Empathy Map• Customer Journey
3 CREATIVITY	<ul style="list-style-type: none">• Idea Generation• Idea Evaluation	<ul style="list-style-type: none">• Creativity Techniques• USP / Idea Scoring
4 SYSTEMATIC ANALYSIS OF OPPORTUNITIES	<ul style="list-style-type: none">• Systematic analysis of product characteristics• Systematic analysis of processes	<ul style="list-style-type: none">• Functional Model• Quality Function Deployment• Process Blueprinting• Failure Mode and Effect Analysis• Cost and Time Analysis
5 LEARNING FROM COMPETITORS	<ul style="list-style-type: none">• Analysis of Competitor's Products and Services• Analysis of Innovation Tactics	<ul style="list-style-type: none">• Product and Service Clinic• 10 Types of Innovation
6 INNOVATION CONCEPT	<ul style="list-style-type: none">• Value Proposition Design• Business Model Design	<ul style="list-style-type: none">• Kano Model• Value Map• Business Model Canvas

CONTENT **MODULE 2**

SESSIONS	TOPICS	METHODS/TOOLS
7 PROJECT PLAN	<ul style="list-style-type: none">• Innovation Project Management• Innovation Project Portfolio	<ul style="list-style-type: none">• Project Management Tools• Project Portfolios
8 INNOVATION MANAGEMENT SYSTEM	<ul style="list-style-type: none">• Innovation Management System Concept	<ul style="list-style-type: none">• Improvement House• IMPROVE
9 INNOVATION STRATEGY	<ul style="list-style-type: none">• Innovation Strategy Development	<ul style="list-style-type: none">• Portfolio Analysis• Opportunity Mapping
10 INNOVATION PROCESS MANAGEMENT	<ul style="list-style-type: none">• Innovation Process Design• Defining Responsibilities in Innovation Processes	<ul style="list-style-type: none">• Stage-Gate Process• Innovation Manager and Teams
11 INNOVATION ORGANIZATION	<ul style="list-style-type: none">• Responsibilities	<ul style="list-style-type: none">• Innovation Teams• Continuous Improvement
12 INNOVATION CULTURE	<ul style="list-style-type: none">• Innovation Culture Promotion	<ul style="list-style-type: none">• Innovation Promotor• Barrier Analysis• Stakeholder Analysis• Idea Competition• Intellectual Property Management



“LEARNING AS A DYNAMIC PROCESS”

TRAINING METHODOLOGY

Our **constructivist methodology**, allows our participants to become active agents in the learning process, through the application of concepts and tools that allow them to build and adapt their own strategies continuously.

In this way, we encourage the interaction of participants not only with our consulting team, but also among themselves, in order to form a network of experts from different areas and contexts, which leads to the discussion of relevant issues to address comprehensively the current market demands.

We accompany the training with parallel coaching sessions, which are essential for the development of an innovation management plan.

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PROFILE OF THE TRAINERS



PROF. DR. UTZ DORNBERGER

He is the Director of the International SEPT Program of Leipzig University. This program especially focuses on the promotion of innovation and entrepreneurship in Germany as well as in others countries around the world. His academic and professional focus is especially on innovation and entrepreneurship management. He is also the Co-Founder of Conoscope GmbH, a consulting firm specialized in the fields of innovation management and internationalization. He has international experience in 5 continents and over 35 countries.



ALFREDO SUVELZA

Mr. Alfredo Suvelza earned the MBA in Small and Medium Enterprise Development at Leipzig University, Germany. His activities include training and coaching projects in the field of innovation management and promotion, areas in which he operates as a private international consultant and coach as well. Besides his background in the private sector as entrepreneur and manager, he has professional experiences as teacher and working with international cooperation, governmental and non-governmental organizations.



CHRISTIAN HAUKE

He is a senior consultant in the Entrepreneurship Initiative SMILE. After he graduated in 2004 at the Leipzig University, he gained between 2005 and 2009 multiple international experience working in educational and cultural projects mainly in countries like Egypt, United Arab Emirates or Yemen. Now he is working as a coach for young entrepreneurs at the Leipzig University. Since 2011 he is offering his expertise in innovation management and entrepreneurship mainly in the Middle East and North Africa.



ADDITIONAL INFORMATION



PLACE

The training course is normally organized with a local partner, who provides the physical structure. But we also offer in-house seminars.



LANGUAGE OF INSTRUCTION

The training course can be held in English, German, Spanish, Farsi and / or Arabic.



DURATION & PARTICIPANTS

The training course is planned for 10 days (all together 50 training hours).
The maximum number of participants is 25.



CERTIFICATE

A certificate for the training course will be provided. This certificate will be issued by Leipzig University and CONOSCOPE GmbH.

**CERTIFIED
INNOVATION MANAGER TRAINING**

RENOWNED INTERNATIONAL EXPERIENCE



We have already implemented our
Innovation and Entrepreneurship
Management Trainings in more than **30**
countries in the world.



COORDINATOR

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