

Module 1 Innovation Strategy

Dates

27 - 28 September 2018

Thursday 09:30 – 16:30

Friday 09:30 – 12:30

Fees

Diploma programme: included

Short course: 1.375 €

Key Benefits

- Understanding the enabling role of digital technologies for innovation strategy
- Master disruption with new strategic patterns of behaviour
 - Learn how to structure an innovation portfolio and manage strategy sprints

In this module, you will develop a comprehensive understanding, why “Leading Digital Innovation” requires an integrated approach and which role digital technologies play. Often a trigger for creating a corporate innovation strategy is a disruptive challenge initiated by digital champions and startups. You will learn how these challenges can be mastered with new strategic patterns of behaviour. Practical examples help you to enhance your capabilities in dealing with disruption.

Contents

Integrated Approach and the Enabling Role of Digital Technologies

Our integrated approach connects the building blocks of a digital innovation system. You learn how to analyse the strengths and weaknesses of your corporate innovation system. Digital technologies like the Internet of Things and artificial intelligence have an enabling role for innovative products, services, processes and business models. Improving the capability of agile foresight helps your company understand the development and impact of digital technologies.

Disruption and New Strategic Patterns of Behaviour

Starting with the historical definition of the term disruption, you will understand the current meaning of disruptive business models. To master this type of disruption new strategic patterns of behaviour are needed. You will learn how to apply the agile pattern and the cooperative pattern in established companies and how to connect them with more traditional strategy approaches. Today successful innovation strategies are characterised by a combination of different strategy patterns. You will do a case study to implement such a pattern combination.

Managing the Innovation Portfolio and Strategy Sprints

You learn how to structure possible corporate innovation arenas using our improved innovation portfolio method and how to derive successful strategic directions as a starting point for strategy sprints. The challenge for established companies is to master this strategic change by adapting the lean startup approach to improve the innovation climate. In this programme you will develop the necessary leadership skills.



Photo: Lisa Bailer

“There is no branch which is not affected by digital transformation. This programme focuses on digitalisation from many different angles. It broadened my understanding of why digitalisation matters in today’s society and provided me with a valuable insight as to what digital disruption looks like in a real business setting.”
Anne Käufer, Head of Legal Proceedings