

# Innovation Manager Workshop

In cooperation with  **INSTITUT FÜR  
INNOVATION UND  
TECHNIK**

This interactive seminar is designed for managers of SMEs who will discover basic elements of innovation management with focus on the realisation of "quick wins".

## Program Outline

### [Module I] Innovation & Competitiveness

- What is innovation and what constitutes innovative capacity?
- Best Practices: what types of innovations are there and where do innovative ideas come from?

### [Module II] Self Diagnose & Competitor Analysis

- Self-diagnosis based on "House of Innovation"
- Analysis of innovation level of your company
- Basic analysis of your competitors' innovation

### [Module III] Innovation Strategy Setting

- Drawing up an innovation roadmap for your sector
- Role Play "Setting out for new shores": Developing an innovation strategy
- Outlining a company vision 2030: What is fantasy what can be implemented?

## About Workshop

- **Length:** 4 hours (2 hours x 2 days)
- **Format:** Hybrid (Participants at KGCCI + Facilitator will join online)
- **Target group:** Manager level or above
- **Language:** English
- **Date:** Day 1) 13. October. 2021 | Day 2) 15. October. 2021
- **Time:** Day 1, 2) 3:00 – 5:00 pm
- **Venue:** Conference room, 7<sup>th</sup> Floor, KGCCI
- **Participation fee:** 250,000 KRW

## About Facilitator



[Dr. Marc Bovenschulte](#) is the Director of the Institute for Innovation and Technology (iit) Berlin which is a strategic partner of KGCCI in regard to innovation. The iit is a Berlin-based scientific institution that deals with questions relating to technological and non-technological innovations at the interface of politics, industry and science.

The iit provides extensive knowledge for analysis, studies and advisory measures and draws on specialist knowledge from a wide variety of disciplines in the natural, technical and engineering sciences, such as economics and social sciences.

Please note, this is a basic introduction of innovation management with practical advice for actions to be implemented by participants. However, a deep dive to further develop an innovation strategy is advised and could be provided by iit & KGCCI as a tailored service.