

Presented to you by



Innovation Management

A two-day training with
Michael Dell, Chief Disruptor

INNOVATION: WHAT IS INNOVATION AND INNOVATION MANAGEMENT?

This training provides a first but profound overview about modern innovation tools and the latest developments of innovation management and enables practitioners to learn via hands-on-cases

- how to use some innovation tools,
- how to increase the innovativeness of individuals, teams and companies.
- Participants learn techniques for the creation of new products, services, processes and business models as well as how to create innovation strategies.
- During the training participants will work on case studies which guarantees the best knowledge transfer into practical application.
- All participants are invited to also bring their own cases so we can work on them.

Main topics to be addressed during the workshop:

- What is Innovation and innovation management? Innovation of products, services, process and business models – an overview
- Why – How – What: The golden circle
- How to become more creative – why are we stuck and how can be overcome the barriers?
- Basics of Design Thinking and agile innovation management
- Innovator's Toolbox: Prune the Product Tree; Customer Journey and Pains-and-Gains; Customer Value Creation
- Creativity Techniques – an overview
- Trends for Innovation (digital transformation; sustainability; lot size 1 and mass customisation; augmented and mixed reality integration)
- Open Innovation
- Business Model Innovation – an overview
- How to create innovation strategies



When: 2-3.12.2020 (09:00 - 13:00, two days)

Where: Virtually via Zoom Platform

Price: 100.- EUR/day* VAT Excluded

The group is comprised by 14-16 participants

Who should attend

All Innovators looking for the right approach, tools and latest innovation models

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**MICHAEL DELL,
CHIEF DISRUPTOR, CEO**

Michael Dell is a Vienna, Austria based innovator and innovation consultant with more than 25 years of experience.

He consults international companies, governments and NGOs as well as SMEs and start-ups all over the EU and in the USA in the fields of innovation, product and service design, design thinking and digital transformation.

He is a fellow of the International Society for Professional Innovation Management, president of the Austrian Society for Usability and User Experience, MIT Certified Design Thinker and Digital Transformation Expert.

As university lecturer in Europe and overseas he keeps strong relationship to the latest research.

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*We wish you a pleasant, productive and successful learning process with us!
For requests and feedback please contact us at: Email: softskills@aie.al | Cell: +355 68 60 19 672*