

Innovation in a VUCA World



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Innovation is more important in a VUCA World.

Companies today are immersed in a VUCA environment, a fast changing world where Volatility, Uncertainty, Complexity and Ambiguity are affecting the way companies compete. This new multi-polar business world is particularly challenging for organizations, as they have to defend their current position while creating the necessary innovation to comply for the new realities: globalization, digitalization, commoditization, hyper-competition, and this combined with an ever-increasing pace of change.

So innovation leaders need to know how to lead their innovation efforts through these turbulent times. They need to know which methodologies and frameworks will work for them. Know how to adapt their organizations and processes. How to lead people in the origination and which culture will prepare for sustaining success.

This 3-day programme will enable innovation leaders to master these challenges.



Who should attend?

This 3-day programme is ideal for you if :

You are leading innovation efforts in your organization and want to develop wider a deeper understanding of how innovation really works.

Ideally, you have 5 -10 year experience in leading, senior or general management roles or are regarded as being a high-potential, up play an important role in leading your organization's innovation challenges.



How you will benefit?

Key Benefits for You

Learn How to:

- Take advantage of the ideas and concepts of **most innovative companies** in the world
- Master **innovation leadership competencies**
- Understand how leaders in an organization can **make or break innovation**
- Learn how to create an **innovative culture** for your organisation
- Be able to remove **critical barriers** to innovation and get the organisation's buy-in on innovation projects
- Develop **innovative thinking**, planning and implementation skills
- Deep-dive into **innovation methodologies** and frameworks
- Benefit from immediate **feedback** to help deliver on your innovation challenges
- Know how to benefit of the multiple **innovation resources** - both internal and external
- Make innovation work through your organization and processes
- **Apply the learning** to your own organization



Key Elements of the Programme

Before participating in the programme:

- Pre-workshop participant on-line questionnaire
- Innovation self-assessment test
- Reading of selected relevant articles
- Participants to prepare an innovation project to individually work on during the programme

During the programme:

- Highly interactive presentations
- Best practice sharing and peer learning
- Group discussion and hands-on work in syndicate groups
- Practise using innovation tools, frameworks and methods
- Individual work on own innovation project

After participating in the programme:

- Post-workshop audit after 6 weeks
- Receive additional reading material
- Coaching by MCE faculty (optional: additional fee)

What will you learn and practise?

DAY 1

Module 1 - Introduction

- Definitions of innovation and the importance for organizations
- VUCA world realities and related innovation challenges
- Framing your innovation challenge

Module 2 - Roads to Innovation

- Innovation myths
- Innovation language
- Key success factors and obstacles to innovation

Module 3 - Strategic Directions

- Innovation strategies: linking innovation and business strategy
- Dealing with risk in a VUCA world
- Protecting innovation

DAY 2

Module 4 - Innovation Models

- The innovation radar: areas of innovation
- Blue ocean strategy
- Design thinking
- Outcome driven innovation

Module 5 - Sources for Innovation

- Connecting with your customers
- Ideation techniques and idea screening
- Open versus closed innovation
- Challenging industry conventions

Module 6 - Innovation Processes

- The innovation process framework
- Managing innovation portfolios
- The long road: Stage-Gate process
- Innovation project management

DAY 3

Module 7 - Innovation Resources

- Resource mapping: human and financial resources
- External innovation resources
- Stakeholder analysis

Module 8 - Innovation Organization and Structure

- Organization types: weaving innovation into business
- Communication and physical environment
- Innovation networks
- Innovation incubators

Module 9 - Innovation in the VUCA world

- Eight functions of innovation leadership
- Developing an innovation culture
- Making innovation work: executing innovation
- Performance metrics
- Innovation audit

Practical details

 Duration	3 Days
 Type	Classroom
 Price	€3950



ALSO AVAILABLE AS AN
IN-COMPANY PROGRAMME

 **Register Now**

-  **+32 (0)2 543 21 20**
-  **registration@mce.eu**
-  **www.mce.eu**