



**Indutech**  
INNOVATE COMPETITIVE ADVANTAGE

# IMW

## Innovation Management Workshop

Tue 2 and Wed 3 November 2010

- how do we address innovation strategically?
- how do we ensure a positive Return on Innovation?
- how do we address the different challenges of innovation?
- how do we improve the consistency of our innovation process?
- how do we deploy innovation to gain a competitive advantage?

Indutech, renowned business engineers and innovation specialists, will be presenting a 2-day innovation management course in Midrand in November 2010.

### COURSE OVERVIEW

The course strikes a strategic balance between flexibility and structure covering a variety of innovation related topics ranging from the basic definitions through to developing an innovation capability improvement programme in a company. Several of the presenters are EU certified innovation trainers.

On the first day the participants will be guided in building a comprehensive innovation model. On the second day each of the fundamental building blocks of the innovation model will be dissected and the importance, benefits and application of these building blocks understood.

The course provides the participants with an understanding of the:

- components of innovation
- different types and levels of innovation
- relevance of innovation to progressive enterprises in the competitive global market
- role and structure of an innovation strategy and innovation model
- deployment of an innovation process
- requirements for successful, consistent innovation
- different levels of maturity of innovation capability
- use of innovation roadmaps
- use of a collaborative innovation platform

### COURSE DETAILS

Dates: Tuesday 2 and Wednesday 3 November 2010

Venue: Midrand Protea Hotel, Gauteng

Cost: R5900 including VAT per delegate for 2 days including 3 Innovation Management books  
*Special student discount!*

The workshop is limited to 25 participants on a first-come first-served basis. Your company profile and personal interest will be surveyed in order to prepare for the course content and topic range.

## COURSE OUTLINE

### Day 1

08h30 Registration and coffee  
09h00 Welcome and logistics  
09h15 Guest speaker address  
09h35 Positioning innovation in your company  
10h00 Expectations and course objectives  
10h15 Overview of innovation management  
11h20 Break  
11h40 Overview of innovation management (continued)  
13h00 Lunch  
13h45 Construction an Enterprise Innovation Model  
15h15 Break  
15h35 Improving a company's innovation capability  
16h25 Day 1 wrap-up  
16h45 Close

### Day 2

08h00 Coffee  
08h30 Day 1 Feedback  
09h00 Exploring and collecting innovation concepts (Funnel)  
10h15 Implementing and exploiting innovation concepts (Bugle)  
10h45 Break  
11h00 Innovation strategy  
11h45 Leadership and innovation  
12h30 Innovation measures  
13h00 Lunch  
13h45 Managing an innovation portfolio  
14h15 Risk management and innovation  
14h30 Organisational structures to support innovation  
15h00 Policies and procedures to support innovation  
15h15 Break  
15h30 The role of knowledge management in innovation  
16h00 Day 2 wrap-up  
16h30 Close

## WHO SHOULD ATTEND?

Senior management, Operational staff, Innovation administrators, Innovation facilitators, Innovation champions, Innovation leaders, Managers of strategy and special projects, New product developers.

## WHAT PREVIOUS DELEGATES SAY

"A good and very informative workshop indeed. Indutech has done a lot of work in Innovation Management and they clarify concepts very well".

"Excellent exchange of ideas and experiences".

"Presenters were well prepared and they knew their stuff".

To ensure your place in this exciting workshop and training event, please contact Mariska du Preez:  
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