

# Innovation Leadership – an overview

Building professional  
innovation capability

# Manage innovation in a professional manner

**Do you want to take your organization into the future? Do you need to boost your organization's innovation performance? Do you aspire to work as an innovation management professional? Amplify's Innovation Leadership Program gives you an overview of what it takes to establish and manage a sustainable 'innovation engine' in your organization.**

Today, innovation is a mission-critical activity and many global organizations across a wide range of industries are improving their innovation performance through proper management systems, tools, processes, and most crucially, people with the right attitude, knowledge and skills.

It is now widely accepted that companies who deploy innovation management professionals will achieve, and over time maintain, better business results. In fact, in order to build world-class innovation capabilities, a technical specification or standard for innovation management (SIS-CEN/TS 16555-1:2013) has recently been adopted to support both public and private organizations regardless of sector, type or size. All our training programs are aligned with this

standard – indeed, we were part of the advisory board that developed it.

## **INNOVATION LEADER**

Formal, informal, part-time or full-time – it doesn't matter. As an Innovation Leader you will always play a critical role in all innovation related activities. However, the exact tasks and responsibilities are obviously determined by the size of the organization as well as the design and maturity of the 'innovation engine' or system. This program will therefore provide a generic perspective of innovation management, rather than a definition of a specific role.

## **TARGET AUDIENCE**

The primary target audience are individuals, within both small and large organizations, responsible for business or organizational development on a strategic, tactical or operational level. In essence, it is suitable for anyone who would like to get a basic understanding of how to manage innovation in a more professional manner, either within their own organization or perhaps as consultants or advisors supporting others.

## **LEARNING OBJECTIVES**

The modular program design combines comprehensive theoretical material related to innovation leadership with a more practical workshop where useful tools and methods of the trade are experienced, first hand.

### **DAY 1 - INNOVATION LEADERSHIP - IN THEORY**

The learning objectives of the first day are to raise awareness of innovation management in general, and the roles and responsibilities that are needed to establish a sustainable 'innovation engine'.

### **DAY 2 - INNOVATION LEADERSHIP - IN PRACTICE**

The learning objectives of the second day are to gain practical experience from different types of systematic innovation tools, and also understand how they can be applied to address real challenges or opportunities. Another objective is to establish a personal action plan outlining some initial steps to move forward.

Participants can choose to attend either one or both of the independent modules.





“We have worked with Amplify since 2005, both in open and in-company programs. Their contributions to our programs have always been of high quality, and very well received by the participants. Due to their high proficiency and long experience, they are able to provide participants with practical, concrete and hands-on tools and methods to make innovation into something much more systematic than just fluffy phrases. Amplify stands on founded theory, with clear links to strategy, leadership and management. Always adapting to the group at hand, they lead interactive workshops based on the real-life situations of the participants, while also broadening the perspectives by bringing in examples from other industries.”

Robert Nobel, Program Director,  
IFL at Stockholm School of Economics

# A program focused on the 'job-to-be-done'

The program design is based on a diverse action-learning concept where we guarantee a unique and practical learning experience making you aware of the 'job-to-be-done'.

## PROGRAM CONTENT

The program content is divided into a few competence areas, each answering a number of key questions related to professional innovation management.

### DAY 1 - INNOVATION LEADERSHIP - IN THEORY

#### Innovation Strategy

- What's the definition of innovation and why is it important for your organization?
- What type of innovation is needed and what areas should you therefore focus on?
- How ambitious do you need to be and what approach should you then take?
- What are the investments needed and how do you allocate a 'budget' for it?

#### Innovation System

- What is an 'innovation engine' and how do you design it?
- How do you determine your innovation 'maturity' and how can it evolve over time?
- What are the core innovation processes and what activities do they include?

- What innovation methods and tools represent best-practice today?

#### Leading Innovation - Roles & Responsibilities

- What are the roles and responsibilities needed to drive an efficient 'innovation engine'?
- Are specific personal traits important and how can you incentivize people?
- Should the leadership style be adjusted to promote an innovative culture?

We will, in addition to the key-questions listed above, also discuss how the recently adopted technical specification for innovation management (SIS-CEN/TS 16555-1:2013) can support an innovation effort.

### DAY 2 - INNOVATION LEADERSHIP - IN PRACTICE

#### Leading Innovation - Methods & Tools

- Recap - What are the core innovation processes and what activities do they include?
- Recap - What innovation methods and tools represents best-practice today?
- What is the difference between divergent and convergent thinking?
- How can you overcome pre-conceptions and fixedness?
- What's the difference between the tools used to create insights, ideas and concepts?
- Can the innovation process be supported by digital tools and how?

#### Group Workshop

The group workshop includes several shorter sessions where participants can pick real cases or situations from their respective businesses to work on. This ensures a practical and realistic experience by actually using a few selected tools.

#### Action Plan - My way ahead

- How do I establish an 'innovation engine' in my unit?
- What immediate actions should I take to move forward?
- What help do I need?
- How can I ensure commitment from peers and management?

#### DIGITAL PORTAL & TOOLBOX ACCESS

Participants are also provided with a personal login to the Amplify digital web portal, both prior to and after the program. The web portal, which allows mobile access anywhere at any time, contains relevant pre-reading material as well as the Amplify Innovation Toolbox with its e-learning, manuals, presentations, etc. designed to give users hands-on guidance on how to apply a certain tool in a given situation.

# Combining theory with practice



## DAY 1 - INNOVATION LEADERSHIP - IN THEORY

This first day focusses on innovation management in general and the roles and responsibilities needed to establish a sustainable 'innovation engine' within an organization. Group exercises allow participants to share experiences and reflect on their individual situations.



Classroom activities



Group exercises



6 hours

1

2



Classroom presentations



Group workshops

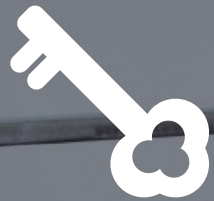


6 hours

## DAY 2 - INNOVATION LEADERSHIP - IN PRACTICE

The focus on the second day is about providing practical experience of using different types of systematic innovation tools to best understand how they can be applied when addressing real challenges or opportunities. Group workshops will allow participants to test some tools on cases or situations from their own business area.





## KEY TAKEAWAYS

### DAY 1 - INNOVATION LEADERSHIP - IN THEORY

- Design of an efficient 'Innovation Engine'
- Definitions and content of an Innovation Strategy
- Roles and responsibilities for Innovation Leaders
- Overview of processes, tools and methods for innovation
- The Innovation Management standard  
SIS-CEN/TS 16555-1:2013

### DAY 2 - INNOVATION LEADERSHIP - IN PRACTICE

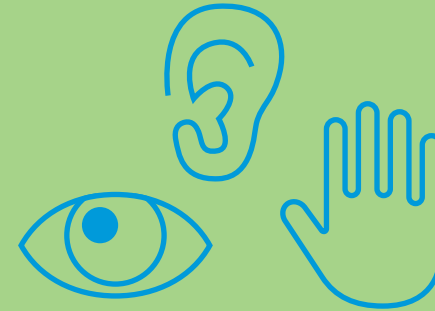
- Best-practice of processes, tools and methods for innovation
- Understanding of divergent and convergent thinking
- Practical and realistic experience from some innovation tools
- Action plan to move forward and engage others



# Principles for an efficient and unique learning experience



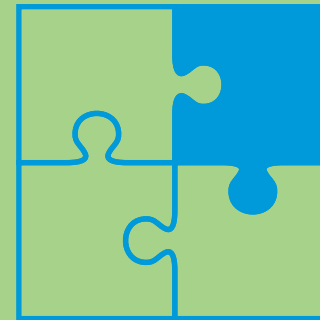
Knowledge to behavior



Diversity in learning



Just in time



Need to know



# Our approach for efficient learning

## LEARNING PRINCIPLES

Our programs rests on the following learning principles to ensure both an efficient and unique learning experience:

### Knowledge to behavior

Our programs are designed to build strong insights and effectively change behaviors by integrating theory, best practice, reflections and discussions with hands-on exercises and casework. Action learning is applied to solidify new knowledge into practical skills and new behaviors.

### Diversity in learning

Research clearly shows that learners prefer and benefit from different learning styles. The course is therefore taught with a variety of formats such as e-learning units, virtual web sessions, videos and articles along with classroom sessions and group exercises.

### Just in time

Professional people are always on the go. Teaching should therefore be provided when they need it, or when they have the time and willingness to take it in. Our cloud based e-learning portal provides 24/7 remote access to all digital teaching material from most mobile devices – anywhere at any time.

### Need to know

Professional people seldom have the time or energy to 'read the whole book' or 'attend every session'. Participants are therefore supplied with the right piece of information or knowledge for the task at hand.

## FURTHER DETAILS

Our programs are delivered by our highly experienced faculty, led by Senior Innovation Management Consultants from Amplify.

Do not hesitate to consult us, or the program website, if you have questions, or would like to know more about the program and its content.



2 days



15 hrs in total



Swedish, English or German written and spoken



Classroom presentations



Group exercises



Web based learning material



Please enquire for a quotation

Light refreshments during our programs are always included in the fee. Participants are, however, responsible for potential travel arrangements, meals and accommodation.

# Over 15 years' experience



Where we  
are working

## Partners



Academia



Networks

## Offices



Germany



Sweden

## People

+25

## Birth

2000

Year of establishment



Management



Opportunities



Competencies



Tools

Amplify is an international consultancy firm dedicated to professionalize innovation. With more than 15 years' experience, we know that anyone with a clear direction, the right capability and a strong commitment can create ideas with distinct values and put them into action. Together with our clients, we have conducted hundreds of successful innovation projects. These have yielded concrete results on the market, but above all laid the foundation for our clients' own innovation performance. Annually, we also train hundreds of managers through international executive schools and our own programs. No matter what business you are in, a proactive and systematic approach to innovation is today a must. There is no magic or hype. To generate value – professionalize innovation.



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