



Innovation Management Professional

Building a capability for professional innovation management

PURPOSE

The overall purpose of the program is to:

- Develop the ability to lead innovation proactively and systematically
- Contribute to strengthening the organization's innovation performance
- Prepare Innovation Management Professionals for personal certification

AUDIENCE

Innovation Management Professionals that are:

- New in their role and need a solid foundation for a successful start
- Experienced in their role but need to develop their skills
- Aiming to enhance their career by pursuing a personal certification

OBJECTIVES

The specific learning objectives are:

- Create basic knowledge about professional innovation management
- Provide insight into the Innovation Management Professional's role and responsibilities
- Build the foundation for leading innovation strategically, tactically, and operationally
- Provide the basis for developing the organization's structural and cultural capabilities for innovation
- Establish the bedrock for a systemic view on innovation and its management

Innovation has been at the top of the agenda for decades. But it is just recently that a genuinely professional view on this crucial discipline has gained momentum. Both private and public organizations are now beginning to manage innovation professionally for higher performance – accurately, timely and cost-effectively. At the core of these efforts are **Innovation Management Professionals** – the people responsible for developing and deploying a proactive and systematic approach to innovation.

To become an Innovation Management Professional, you have to acquire new competencies. Innovation is the most challenging management discipline of them all, and the skills and traits needed to master it are not part of a regular management repertoire. For instance, developing deep customer insights rather than relying on market reports, taking funding decisions based assumptions rather than facts, and running small experiments to verify hypotheses rather than launching costly projects. The job of an Innovation Management Professional is to guide the organization and its innovators and leaders through such challenging activities.

If you plan to pursue a career as an Innovation Management Professional, this training program is the perfect start. It gives you the foundation for the job and the necessary knowledge about the tools, processes, and systems needed to manage innovation professionally – all according to the series of guiding standards for **Innovation Management**, ISO 56000 www.iso.org.

Amplify:



CURRICULUM

There is a common theme throughout the program anchored to the eight **Innovation Management Principles**:

- Realization of value
- Exploiting insights
- Managing uncertainty
- Strategic direction
- Future-focused leaders
- Promoting culture
- Adaptable structures
- Systems approach

These principles are viewed in the context of an **Innovation Management System** – according to ISO 56002 – and learned from an Innovation Management Professional's perspective. To enhance the content and make it relevant for personal certification, the official **Body of Knowledge for Innovation Management Professionals** is a primary source of knowledge.

The program is built on webinars, self-studies, and workshop sessions, online or onsite, to facilitate effective learning. We aim to maximize the learning experience and satisfy different learning styles by delivering the content through a mix of lectures, discussions, assignments, exercises, case studies, etc. Also, during the program, you will meet people in the same situation as yourself and build fruitful relationships.

For more information about Innovation Management Systems, please visit innovationmanagementsystem.com

To get more information or enrol in open programs, please visit the **Amplify website**.

For questions or discussions about organization-specific programs, please contact us.

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TESTIMONIALS

"It was very professional – the best education in a long time. Theories, facts, and practical experiences were intertwined. There were clear learning objectives and a strong body of knowledge."

"There was a common thread throughout the program. The training was well supported, and the material was highly relevant and current. Great presentations all the way through – highly professional."

"I thought it had an excellent, ambitious approach to provide basic knowledge, in a way that could have been a short university course. It created an understanding of the different principles of innovation management, the innovation management system, and how to pave the way for an innovation strategy."

SCHEDULE

The duration is eight weeks with activities laid out as follows:

Week 1: Kick-off (1.5 hours) and self-studies

Week 2: Webinar 1 (1.5 hours)

Week 3: Self-studies and assignments

Week 4: Webinar 2 (1.5 hours)

Week 5: Self-studies and assignments

Week 6: Webinar 3 (1.5 hours)

Week 7: Self-studies and assignments

Week 8: Workshop sessions (4 half-days)

The theories for the eight Innovation Management Principles are covered in the three webinars, while the workshop sessions focus on practical application.

A Learning Portal is open to the participants, one week before and three months after, to facilitate the self-studies and serve as the hub for all program activities and communications.

