INNOVATION AS A CORPORATE MODEL

December 1 – 3, 2020
ESMT Berlin

INITIATE AND IMPLANT INNOVATION INTO YOUR ORGANIZATION’S DNA
With digitalization and globalization, the spectrum of tools for corporations to become more innovative has increased immensely. This program looks at innovation management from three angles: internal, external and disruptive.

The first day of the program deals with leadership challenges in internal innovation processes: How can a corporation reconcile the clash of executives in existing business lines, the “exploiters,” with the “explorers” in new yet highly uncertain prospective fields of operation? Should they adopt agile methods, such as Scrum or Kanban, to make their internal processes more flexible, user-centric, and self-organized? Should they start using Design Thinking as a tool for ideation and innovation?

On the second day, we will assess the spectrum of external resources to complement and enrich the innovation capabilities in existing business lines. How can crowdsourcing and open innovation be utilized by firms? What are the benefits of Hackathons, Fuck-Up nights and Un-Conferences? How can the startup mentality be implanted in our mid-level management?

The third day is dedicated to the organizational implementation of disruptive innovation capabilities: Should we go into Deep Tech, or become a platform provider, or both? Should we train our own staff, or collaborate? Should we set up an innovation campus to incubate disruptive ideas? Should we establish innovation units in co-working spaces and send our employees to Meetups? How can we make best use of innovation partners, such as individual startups, accelerators, or company builders?

**TOPICS INCLUDE**

✓ Reconciling explorers and exploiters in the firm
✓ When and how to use agile innovation methods
✓ Crowdsourcing and open innovation
✓ New innovation formats – entering the startup ecosystem
✓ Platforms and Deep Tech
✓ Finding the right innovation partners

**METHODS**

Building on ESMT’s extensive network to move into prolific new ventures, our program breaks the boundaries of classroom teaching with an action-based learning experience. Participants visit new forms of shared working environments. They speak with startup entrepreneurs to gain insights into a new type of competitive mindset. They acquire tools that enhance creativity and boost innovation inside their own business units.

**KEY BENEFITS**

As every organization operates in a unique way, entailing differing conventions, sets of values and legacy issues, there is no “one size fits all” solution for the innovation challenge. However, over the last years corporations have gathered experience, with major failures and success stories. This program distills the key insights and best practices, and provides a hands-on toolkit for executives.
I was asked by my CIO to “immediately create and direct” the innovation unit. But without taking your executive class, that would not have been possible. It was a key component that provided me a lot of tools, experience and knowledge to integrate a vision.

Marco Vinicio Valencia,
Líder de Innovación Vicepresidencia de IT,
Grupo Unicomer,
El Salvador
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of 18 program days spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

“Innovation as a Corporate Model” is part of the cluster “Managing Technology and Strategy” and counts toward 3 of the 18 days necessary to gain the diploma.

**TUITION: €3,900**

Tuition fee includes program attendance, all materials (usually in electronic form), any online access and the certificate of attendance. Travel costs and a daily delegate fee are not included.

*Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible. According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.*

For general terms and conditions, and details on the application process please go to: execed.esmt.berlin/gtc

**CONTACT US**

Our admissions team office will be glad to answer any questions you might have regarding this program.

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