

LIDERANÇA PARA INOVAÇÃO - MÓDULO INTERNACIONAL

Programação

1ª SEMANA					
	Monday	Tuesday	Wednesday	Thursday	Friday
Contents	Definitions, drivers, the context and trends of innovation & definition of relevant sources of innovation for organisation	Differentiation between incremental and radical innovation & naming of the phases of the innovation lifecycle, open innovation, stage-gate-process	Best-practice sharing	Best-practice sharing	Best-practice sharing
Morning (seminar + coffee breaks)	Official Welcome of Participants Program Introduction, Presentation of Steinbeis and SIBE Seminar: Introduction, Innovation Basics, Trends in innovation	Types, Life-Cycle and Characteristics of Innovation	Company visit to Tsystems*	Company visit to Bosch*	Company Visit to Daimler*
Afternoon (seminar + coffee breaks)	Sources of Innovation	Concepts of Innovation	Cultural activities in Stuttgart	Company visit to Kärcher*	Mercedes-Benz Museum

* company visits are to be confirmed.

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Programação

2ª SEMANA					
	Monday	Tuesday	Wednesday	Thursday	Friday
Contents	Definition of design thinking and five phases & application of creativity techniques and development of concrete ideas for innovation for organization	Definition of business model & application of analysis and visioning techniques for innovation	Development of innovative business model for a product or service & development of leadership, critical success factors and key sharing	Best-practice sharing	Best-practice sharing
Morning (seminar + coffee breaks)	Design Thinking Basics; Design Thinking; Application: Ideate	Business Model Innovation Basics	Business Model Innovation: Business Model Grid	Company visit to Kern-Liebers*	Company visit to Bosch*
Afternoon (seminar + coffee breaks)	Design Thinking; Application: Personate and Requirements; Design Thinking Application: Prototype; Innovation	Business Model Innovation: Industry and Visioning Workshop	Business Model Innovation: Leadership Workshop	Company visit to Memminger Iro*	Company visit to Hugo Boss Metzingen*

* company visits are to be confirmed.