



Managing Innovation Strategically

Delivered by:



Increasingly, in today's fast-paced, converging world, sustained innovation is a necessity not only to thrive but also to survive. However, for most firms, the strategies and processes associated with innovation remain vague and not professionally managed. As a result, most firms are unable to innovate and thus create new value. Amongst those who are able to create new value, few are able to capture it.

In this programme, we will learn why firms struggle to create and capture new value. We will share a number of concepts on how to implement innovation in an organisation and develop a set of practical tools and concepts that you can apply to your business.

The programme is taught by Professor Arnoud De Meyer and Dr Kamal Munir, both leading experts in the field of innovation.

Topics

- How to increase the likelihood of your technology or design becoming dominant
- How to capture value through complementary assets
- How to disrupt your competitors through innovative business models
- How to manage innovative development projects
- Capacity management
- How to harness the power of users in the innovation process
- How to enhance the likelihood of your product's success in the market

Benefits

- Learn the tools and techniques of managing innovation
- Improve the capabilities of managers to apply innovation in their organisations to enhance performance
- Identify process from innovation to competitive advantage
- Understand the factors to support creativity and innovation
- Understand the innovation implementation process and how best to organise innovation

Who Should Attend?

Previous attendees have included executives from functions such as marketing, strategy, business development and R&D.

[Download the *Managing Innovation Strategically* detailed agenda](#)

Participants earn a certificate on completing the programme. This programme counts as one course for those completing the Cambridge Executive Education General Management Certificate



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Why Executive Education at the University of Cambridge?

The University of Cambridge is internationally renowned for:

- outstanding faculty and excellence in teaching and research
- a collaborative learning environment and community
- commitment to innovation and its application in science, technology and business
- the Judge Business School MBA programme, which is ranked among the best in the world

Our goals in Executive Education at Judge Business School are to align these strengths to deliver programmes that impact on the development of leaders and organisational performance.

Our programmes are designed to provide a collaborative and stimulating environment for learning and to add value to your professional career and personal growth. The diverse educational and professional backgrounds of our faculty and delegates enrich the experience. We attract participants from around the world and across industries and business sectors.

Cost: 9 units

For more information please email the TLC Training Co-ordinator on registrations@thelearningcollaboration.com