

SHORT COURSE ON INNOVATION AND LEADERSHIP FOR SMEs IN GREATER LINCOLNSHIRE

MANAGING SUCCESSFUL INNOVATION SERVICES AND PRODUCTS

This course is designed to help managers in small to medium sized businesses develop innovation strategies and learn from the experiences of other firms how to successfully innovate to support firm growth and development.

WHO IS THE COURSE FOR?

The programme is targeted at managers of SMEs across a wide range of sectors in both manufacturing and services. Innovation in this sense is the introduction of change into the business in order to promote growth or profitability. It may take the form of new products or services, or may be focused on new business models or changes in internal organisational processes. A shorter definition might be to promote profitable change.

Normally the focus of innovation training is on global best practice and larger firms, but we recognise that smaller firms are on an innovation journey so this course focuses on steps towards better practice. Businesses may be at different points on this journey or experience curve and the training will examine appropriate steps and responses at different stages, drawing on the real life experience of other companies.

A key element in the training is the process of learning from other participants through group work and the sharing of business problems, with active learning between sessions.

WHAT WILL YOU LEARN?

You will be given a range of tools and approaches to help stimulate innovation and its effective management. The course will illustrate a learning journey for developing innovation capability within your company showing how you can enhance innovation one step at a time. You will also develop contacts with other firms across a range of sectors.

HOW IS THE COURSE DELIVERED?

This is an interactive course to develop the understanding and skills needed for effective innovation. Each session is a mix of group work and discussion, drawing on the experiences of the participants as well as good practice lessons. You will benefit from meeting other leaders with a mixture of experience of managing and applying innovation in different contexts. A specific objective of the course is to encourage networking and to build a community of interest around innovation.



European Union
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COURSE CONTENT

The course is delivered in four blocks, each focused around different topics

BLOCK ONE: INTRODUCTION TO INNOVATION MANAGEMENT	BLOCK TWO: THE INNOVATION STRATEGY
<ul style="list-style-type: none">• What is innovation?• Why innovation matters• Different forms of innovation• Process models of innovation• Sources of innovation• User driven innovation	<ul style="list-style-type: none">• Innovation and strategy• Appropriating the benefits of innovation• Positions and resources• Path dependency• Disruptive innovation
BLOCK THREE: LEADING INNOVATION	BLOCK FOUR: OPEN INNOVATION AND INTELLECTUAL PROPERTY
<ul style="list-style-type: none">• Leadership of innovation• Promoting creativity• Managing the innovative team• Business planning	<ul style="list-style-type: none">• Open innovation• Innovation and networks• Working with universities and other partners• Managing intellectual property

ELIGIBILITY

The Innovation Programme for Greater Lincolnshire is funded through the European Regional Development Fund. To fit with their eligibility criteria a business must be;

- Based within Lincolnshire, North Lincolnshire or North East Lincolnshire
- An SME; employing fewer than 250 people and have an annual turnover not exceeding €50m
- In receipt of less than €200k of De Minimis state aid in the past 3 years
- Not based in the following sectors;
 - » fishery and aquaculture sectors supported by the European Fisheries Fund
 - » primary production, processing and marketing of agricultural products, supported by EAFRD
 - » coal, steel and shipbuilding sectors
 - » the synthetic fibres sector
 - » generalised (school age) education
 - » banking and insurance companies
 - » retail businesses

DURATION

The course will be delivered over four half-day sessions over one month.

LOCATION

Lincoln International Business School on the University's central Lincoln campus.

PRICE

This course is part funded by the European Regional Development Fund and will cost eligible organisations £1000 per person.

COURSE DATES

- Wednesday 6th September, 1PM - 4:30PM
- Wednesday 13th September, 1PM - 4:30PM
- Wednesday 20th September, 1PM - 4:30PM
- Wednesday 27th September, 1PM - 4:30PM

CONTACT US

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