

CHAMPS and CBI Executive Seminar on

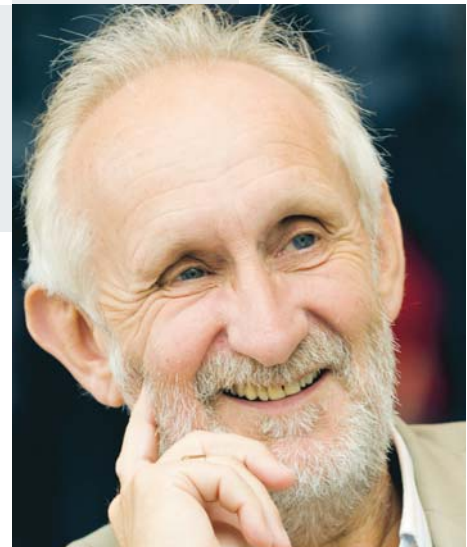
Discontinuous innovation

This seminar is about innovation as a survival imperative. Unless we change what we offer the world and the way we create and deliver them, there is a good chance that we may not survive in today's hostile business environment. Making a success of innovation depends on active management – innovation leadership.

The trouble is that even if we manage innovation in terms of keeping up – the risk is that this may not be enough. We also need the capacity to do something completely different – discontinuous change – or someone else may.

So what can we do about it?

- How can we organise and manage the innovation process?
- How do we learn and keep up with 'best practice' in such a dynamic field?
- How do we deal with challenges which come beyond the 'steady state'?
- How can we pick up early warning signals about discontinuous change - and what might we do to exploit the opportunities such change might create?



Professor John Bessant,
University of Exeter, UK

Monday, September 27, 2010
Elite Park Avenue Hotel, Göteborg

Discontinuous innovation

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Management Challenge

The challenge of innovation is clear – if we don't change what we offer the world (our products/services) and the ways we create and deliver them (our processes) then we risk being upstaged by the competition. And in an increasingly uncertain world the costs of failing to innovate may be those of survival itself – change has become a strategic imperative.

So far so obvious. The management challenge is how to make this happen. And whilst we know a lot about how to organize and guide the innovation process under relatively stable conditions there is a need to develop skills in handling innovation when the game changes. We know technologies shift, markets emerge, new business models surprise us and sometimes the hugely complex environment throws completely unexpected challenges which pull the carpet out from under us, leaving us floundering on the floor. How can we organize and manage innovation under such discontinuous conditions?

About this Seminar

This one-day intensive workshop, led by Professor John Bessant, explores management challenges of discontinuous innovation, focusing on three core challenges:

- How to search in unexpected and new directions to pick up weak signals and early warning of discontinuous shifts
- How to deal with the challenge of selection and support for what may be radically new innovation directions
- How to implement radically different innovation projects within an established organization

Practical Focus

The workshop draws on research being carried out at Imperial College, London, in University of Exeter and in a series of 'Innovation Labs' in 12 countries, involving around 180 firms and 34 academic institutions.

The seminar will offer participants the chance to explore the implications of these challenges in their own organizations, to assess their own strengths and weaknesses in organizing and managing discontinuous innovation and to share experiences, both within the workshop and with the wider body of knowledge emerging from the Innovation Labs. A number of tools for working with radical innovation will be presented and participants will have opportunities to explore their potential within their own organizations. In addition participants will be introduced to an 'innovation audit' framework to help structure their reflections on how well their organizations are equipped

Who Should Attend?

All executives who want to increase the innovative performance of their organizations. They will be members of organizations that have recognized the importance of innovation. As innovation is a process and not a single function, the content and approach of this workshop is important for a range of functional areas, from R&D, the marketing, to HR, to strategy, in both the service and manufacturing sectors.



Agenda

8.30 Registration, coffee, tea

9.00 Introduction – the challenge of discontinuous innovation

- Survival is not compulsory
- Innovation beyond the steady state
- Threats to existing players, opportunities for newcomers
- Three challenges – search, select, implement

10.15 Coffee Break

10.30 Looking beyond the lamp-post – the search challenge

- Mapping innovation search space
- Reframing and extending our search space
- 12 search strategies to help search

12.00 Lunch

13.00 The corporate immune system – and how to by-pass it

- ‘Don’t shoot the messenger’ – challenges in selection for radical innovation
- Strategies and mechanisms to improve the take-up of radical ideas
- Postcards from the edge – emerging experience in radical innovation

14.30 Coffee Break

14.45 Shipbuilding for strange waters

- The problem of radical innovation implementation
- Beyond project management – new approaches to crazy projects
- Learning from the edge – emerging strategies for implementation

16.15 Final discussion/action planning

16.30 Workshop ends

Reading suggestion by
Professor Bessant

“Managing innovation: Integrating technological, marketing and organizational change” by Joe Tidd and John Bessant. 4th Edition, John Wiley and Sons, Chichester, 2009.

For full details and sample chapter, go to www.wiley.com/go/innovation

“Managing Innovation” is an established best-selling text for MBA, MSc and advanced undergraduate courses on management of technology, innovation management and entrepreneurship. It is also widely used by managers in both the service and manufacturing sectors.

The 4th edition will continue to offer a complete framework for thinking about innovation across technological, market and organizational perspectives, while integrating the latest developments in the management of innovation field.

Building on extensive user feedback, the new edition features new globally-focused case illustrations, expanded discussion of contemporary issues in innovation and improved online lecturer support.

Professor John Bessant, BSc., PhD. currently holds the Chair in Innovation and Technology Management at University of Exeter. He previously worked at Imperial College Business School in London and has also been working at Cranfield, Brighton and Sussex Universities. In 2003 he was awarded a Senior Fellowship with the Advanced Institute for Management Research and elected a Fellow of the British Academy of Management, and in 2006 became a Fellow of the Sunningdale Institute. He is author of 15 books and many articles, he has acted as advisor to various national governments, international bodies including the United Nations, The World Bank and OECD and companies including Lego, Novo Nordisk, Mars, Toyota, UBS and Morgan Stanley.



Professor
John Bessant,
University of Exeter,
U.K.

Terms and Conditions

Registration

Register to the seminar by making an on-line registration at www.champs.se.

Fee

The fee for an individual seminar is 5950 SEK + VAT and includes tuition, documentation, coffee and lunch. Groups of five or more people from the same company registering together, enjoy a 20% discount on the seminar fee. Please note that only one invoice per such group will be issued and that registration must be made as a group. Group discount will only apply under those circumstances. The invoice will be issued before the seminar.

Should you register for the whole R&D series you will also enjoy another 25% discount and get four seminars for the price of three.

Location

All seminars take place at Elite Park Avenue Hotel, Göteborg. Subject to changes.

Further information

Two weeks prior to the seminar, detailed information will be e-mailed to all registered participants. In the meantime, please contact Sofia Börjesson or Maria Elmquist at CBI www.cbi.chalmers.se or CHAMPS office for more information. Phone +46 31 772 42 22. E-mail: info@champs.se.

Cancellations and refunds

Full refund of seminar fees will be made for reservations cancelled no later than two weeks prior to the seminar. No refund can be made for later cancellations, but we are happy to consider a colleague as a substitute for the original applicant. Cancellation must be made in writing.

Early Registration Bonus

If you register no later than 4 calendar weeks before the seminar, August 25, you will receive a digital gift certificate, that you can use to purchase relevant literature of your choice. The value for an individual seminar is 300 SEK incl. VAT and for a full series the value is 1000 SEK incl. VAT.



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