



# Innovation Foundations

There are many types of innovation – “disruptive”, sustaining, incremental, radical/breakthrough, technology-based, business model, process, product, service, management/organisational, user, etc. Each requires different leadership and management approaches and activities for success. Participants in this masterclass will gain an understanding of the different types of innovation and the approaches and activities required for success. They will have the opportunity to share their knowledge and experience and to come to the session with an example of innovation that they will use in activities to categorise and design appropriate approaches.

## *Recommended audience*

This masterclass is designed for leaders and managers who want to:

- Managers wanting to improve the effectiveness of innovation within their organisation, through either strategic leadership or management of innovation activities
- Executives working in policy or advisory roles in areas in which innovation is, or could, play a significant role

## *Key benefits*

By the end of this masterclass, participants will be able to:

- Recognise different types of innovation and select appropriate leadership and management approaches and activities
- Appreciate the role of the innovation ecosystem in the development, adoption and diffusion of innovations
- Discuss the links between the different types of innovation and organisational performance

## *Topics to be covered*

- Different types of innovation and their characteristics
- Leadership and management approaches and activities associated with success in different types of innovation
- Innovation ecosystems and their role in the development, adoption and diffusion of innovations
- Innovation and organisational performance

## *Length of session*

One full-day of combined short interactive lectures and group discussions

