



# Managing Innovation

A single management approach, tool or technique is not fit for all types of innovation. Failure to recognise the need for a contingent approach to managing innovation (how you innovate determines what you innovate) is a common cause for poor results from investments in innovation. Participants in this masterclass will gain an understanding of the management frameworks, tools and techniques best suited to managing different types of innovation. They will have the opportunity to share their knowledge and experience and to come to the session with an example of an innovation project that they will use in activities to select the most appropriate management tools and techniques.

## *Recommended audience*

This masterclass is designed for:

- Leaders who, now or in the future will, manage or oversee innovation projects or programs
- Executives who make investment decisions for innovation projects and programs

## *Key benefits*

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

- Select and apply frameworks, tools and techniques best suited to managing different types of innovation projects
- Apply tools and techniques for managing portfolios of innovation projects

## *Topics to be covered*

- Different types of innovation – incremental, radical/breakthrough, business model, for example – and their characteristics
- Project management frameworks, tools and techniques best suited to managing different types of innovation projects
- Portfolio of innovation projects

## *Length of session*

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

