Applied Innovation Management

Kick off 21.04.2021

Applied Innovation Management

Agenda Kick-off

14:30 – 15:15: **Introduction of participants** (all)

Some truth about yourself [Miro]

15:15 – 15:30: **Introduction to IP topic** (TK)

Innovation & practical application

15:30 – 15:45: **Assignments & your first task** (TK)

Literature research Innovation Management

15:45 – 17:30: **Applying Innovation methods** (PK)
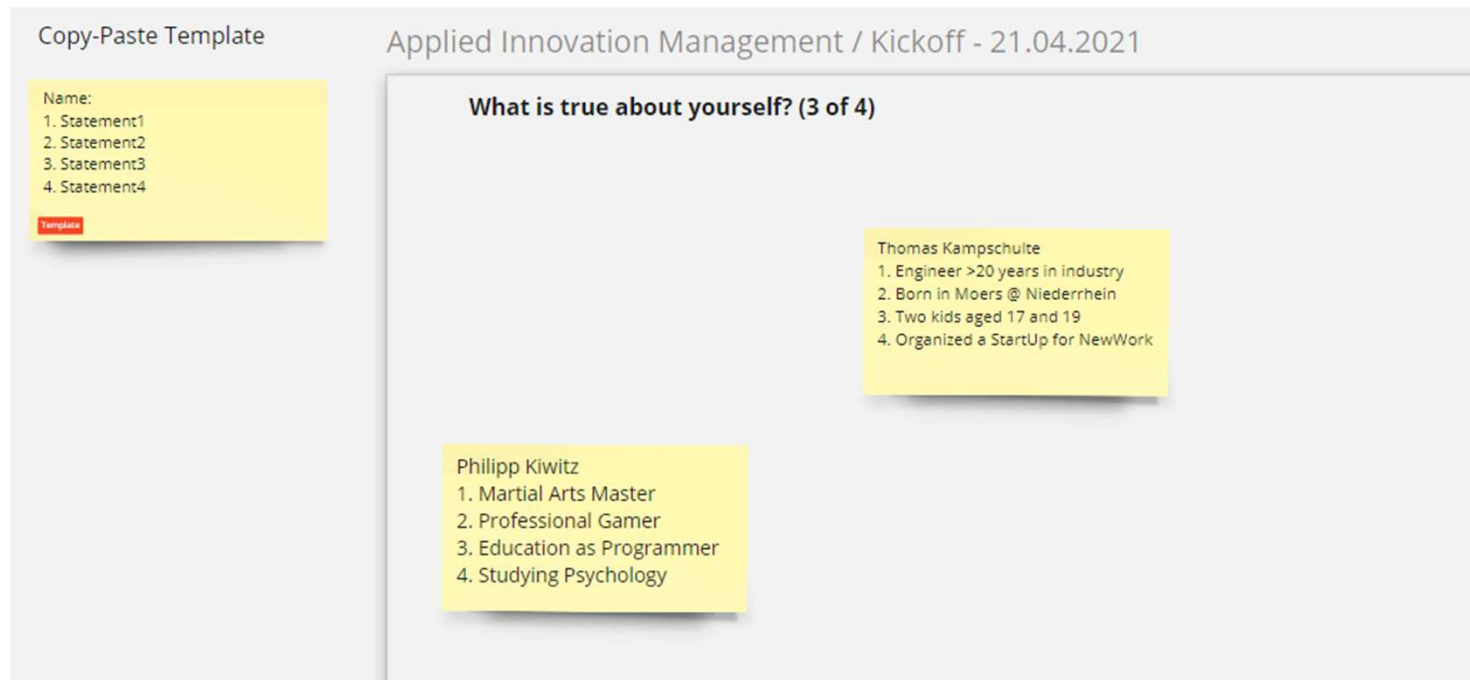
Tiny workshop application: Penguin

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Introduction of participants

Please introduce yourself
„What is true about you?" (one statement is wrong)

- Miro board: https://miro.com/app/board/o9J_IJRwMow=/

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IP Applied Innovation Management

Understand **Innovation Managment**

Experience **Methodologies & Creativity techniques**

Create **Innovation Management Case-Study**

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Open innovation

Other firm's market

Licence, spin out, divest

Our new market

Internal technology base

External technology base

Internal/external venture handling

External technology insourcing

Our current market
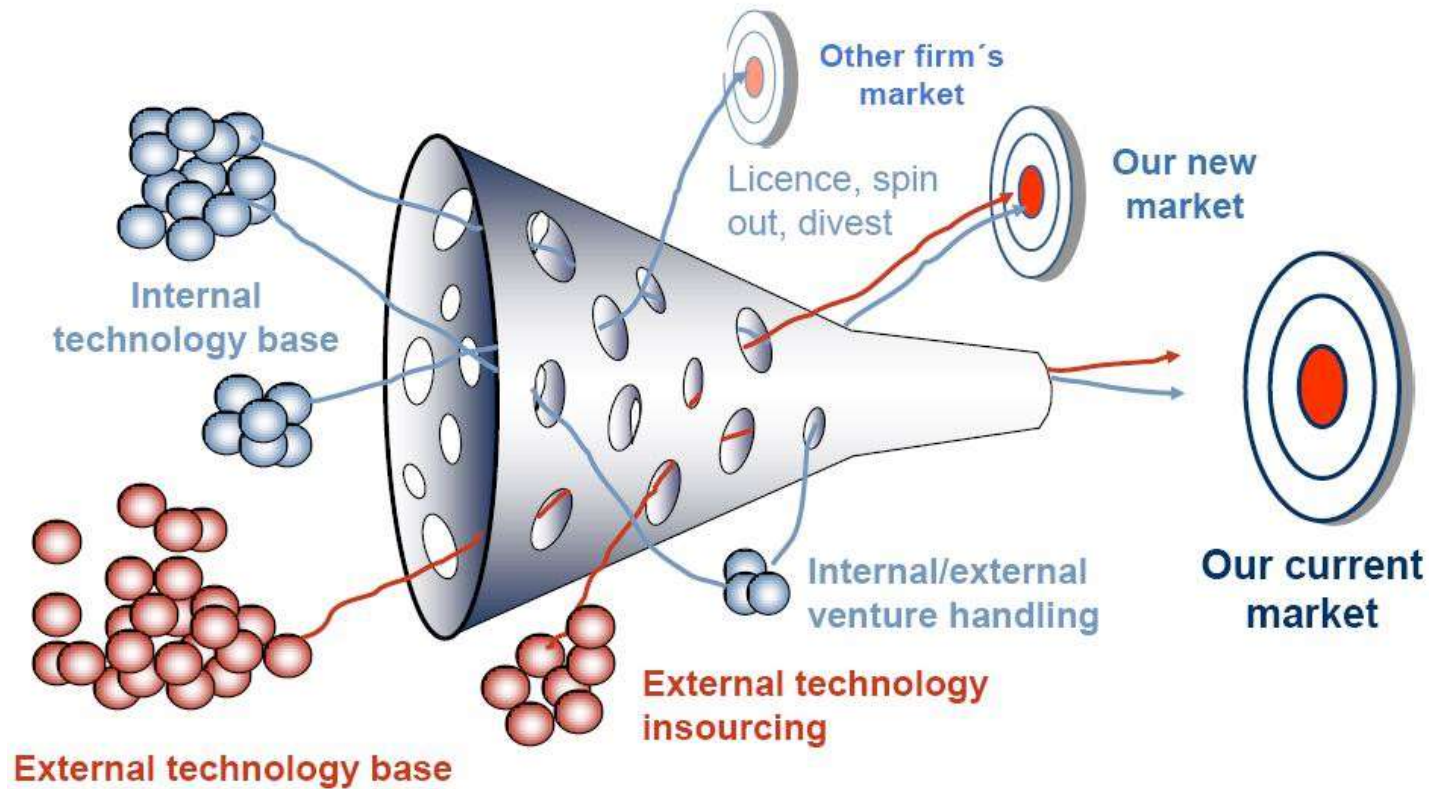
[Chesbrough 2004]

The most innovative companies …

BCG (2012)	
1	**Apple**
2	**Google**
3	**Samsung**
4	**Microsoft**
5	Facebook
6	**IBM**
7	Sony
8	Haier
9	**Amazon**
10	Hyundai
11	Toyota
12	Ford
13	Kia Motors
14	MBW
15	**Hewlett-Packard**
16	General Electric
17	Coca-Cola
18	Dell
19	Intel
20	Wal-Mart
21	Starbucks
22	Nissan
23	BASF
24	HTC
25	Audi

BCG (2020)	
1	**Apple**
2	**Alphabet**
3	**Amazon**
4	**Microsoft**
5	**Samsung**
6	Huawei
7	Alibaba Group
8	**IBM**
9	Sony
10	Facebook
11	Tesla
12	Cisco
13	Walmart
14	Tencent
15	**Hewlett-Packard**
16	Nike
17	Netflix
18	LG Electronics
19	Intel
20	Dell
21	Siemens
22	Target
23	Philips
24	Xiaomi
25	Oracle

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... and why they are so innovative

Innovative enterprise	Explanation for innovative capabilitiy
Apple	Innovative chief executive
Google	Scientific freedom for employees
Samsung	Speed of product development
BMW	Design
Starbucks	In-depth understanding of customers and their cultures
Toyota	Close cooperation with suppliers

Source: Trott (2008)

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Impact of Megatrends –
How do we make our innovation fit to future needs of customers?

https://www.youtube.com/watch?v=foP3nZRM6GU

Examples for Megatrends

Any ideas?

- Electric vehicles

- "Amazon" business scenario

- Renewable energy

- Process automation, robotics

- Digitalization

- …

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How do we manage a creative & effective co-operation for innovation?

[Digital Transformation at thyssenkrupp: Challenges, Strategies and Examples; Springer 2017]
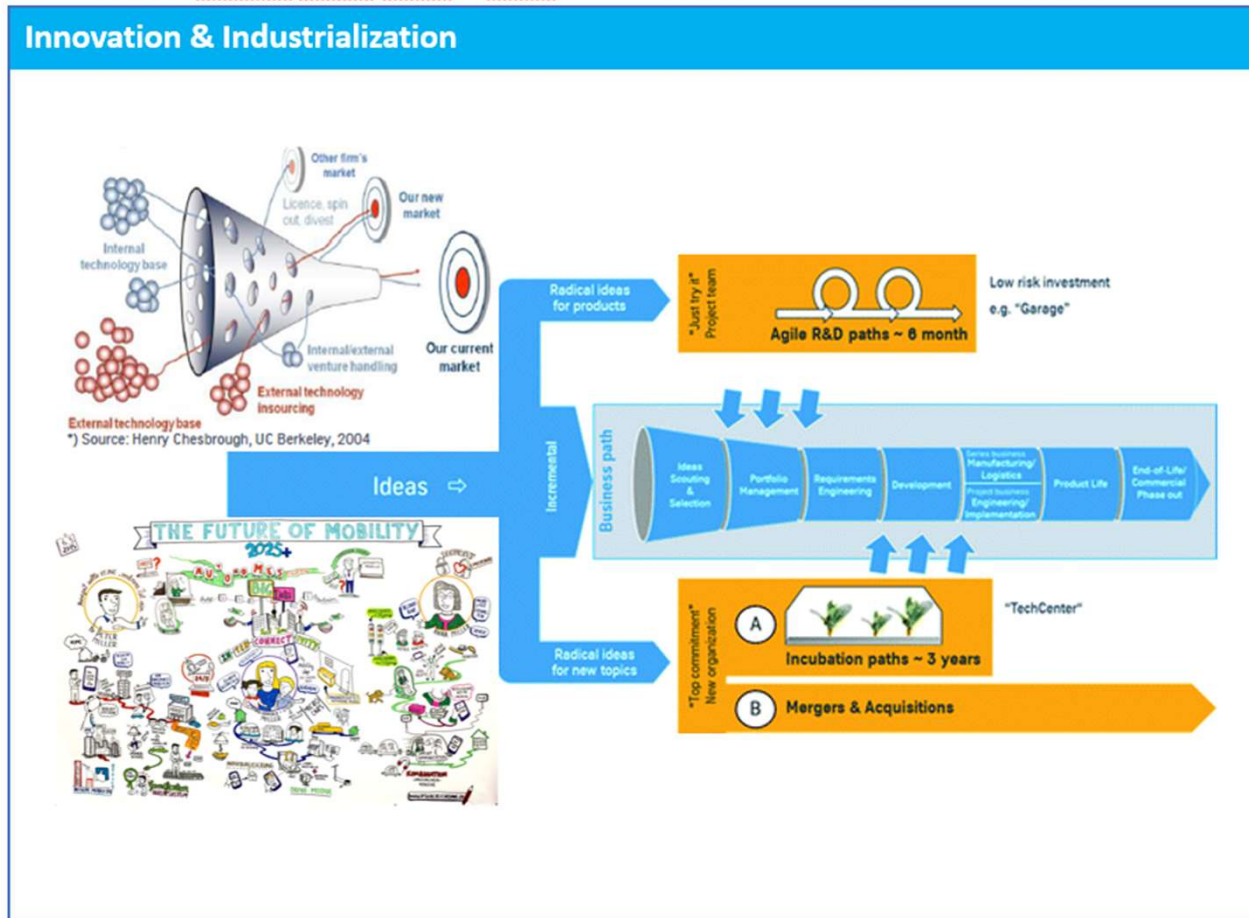
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Innovation process, phases, methods & tools

Phase 1 → Phase 2 → Phase …
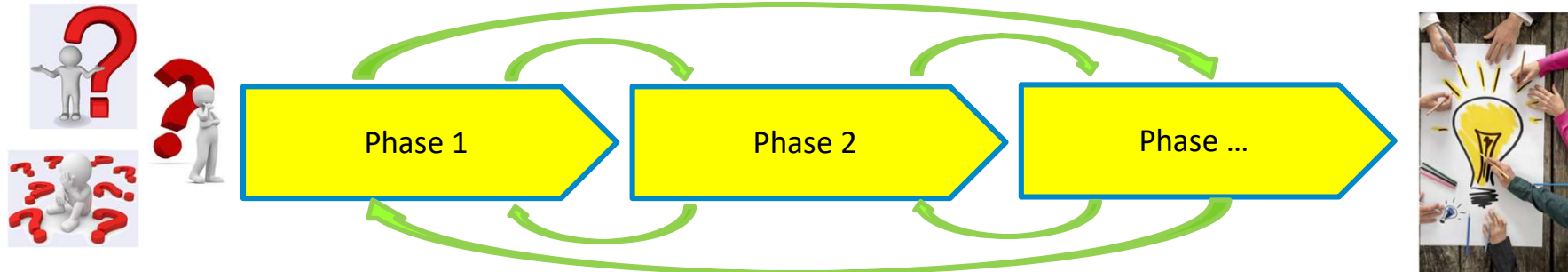
What are the appropriate methods & tools for the actual task & situation?

And how to apply these methods in cooperative workshops?

[www.thinglink.com]

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Creation of a Case-study for Cross Innovation Management

We design an artificial Case-study

- **to play with the tools, methods, phases..**
- **to learn & understand the process**

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Topics & activities

April 21st – July 7th '21

Understanding Innovation

Experience Methodology

Creation of Case study

IP Poster

5. May — Literature research: Innovation, phases, methods — Presentation

2. June — Literature research: Best practice, success criteria — Presentation

26. May/2. June — First pilot-application: Task, method, experience — 2 Workshops

9. June — evaluate experience: Relevance, process, success — Presentation

19. May — Define own case: Team, roles, status, challenge — Presentation

9./16. June — apply methods: Task, experience — 3 Workshops

23. June — Evaluate: Process, methods, success — Presentation — optional — Ext. Workshop

tbd — Poster: Task, approach, experience, result — Poster

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> **The target of this IP is, to develop a framework for an innovation process for the "Cross Innovation lab - NiederRhein", a recently EU funded research project at our University (https://www.xi-lab.org)**

12 online meetings obligatory for everyone!

➢ Kick-off: 21.04.2021

➢ Weekly on Webex: Wednesdays 14:30–17:30
                                      April 28th to July 7th

Working packages

➢ Two (2) **Literature** researches: 5 articles / summary [Excel template]

➢ Four (4) **presentations** of research & results: 3 Minutes + discussion [e.g. Powerpoint]
partially in teamwork

➢ Two (2) **Application workshops**: 90 min in teamwork
incl. workshop documentation: summary 4 pages / teamwork [template]

➢ Documentation of **Case Study** / elaborated structure; teamwork

➢ **Poster** as summary of your IP experience / teamwork [University template]

Total: 300 h / 10 ECTS / 6 SWS

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Examination consists of 5 assignments

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Literature research „Innovation Management"

Topics for the research

1. What is Innovation Management?
2. What are current approaches for Cross Innovation?
3. How does a implementation-process for Innovations Management look like?
4. Which methods for creative colaboration are relevant for innovation workshops?

Student teams focussing on different topics   preparation 2 weeks

- See Miro board: https://miro.com/app/board/o9J_IJRwMow=/
- Main research on team-focus with reference to the other topics
- Individual literature research – optionally summarized in a team-package – individual contribution visible

Literature research results

- Five (5) literature sources p.P. min. summarized in Excel template   [Moodle]
- Presentation: e.g. Powerpoint; Individual contribution; 3 minutes + discussion: Wed. May 5. 2021
- Documentation of Literature research & presentation sent till   Fri. May 7. 2021

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Literature research „Innovation Management"

Innovation Mgmt Models & Definition

Amal Sebastian
1. Studying Mobility and Logistics
2. I am from India
3. I have experience as a software quality analyst
4. I have completed bachelor in computer science and engineering from India

Muhammad Umair Naqeeb

Magdi Arbab

Philipp

Cross Innovation Definition & Approaches

Name: Nicolai Gainzger
1. Studying CIE
2. Also born in Moers
3. I speak 6 languages
4. Werkstudent at LINEG in Kamp-Lintfort

Name: Navpreet Singh
1: I am an Athlete
2: From India
3: I Know 4 languages
4: Hobbies: Watch Documentaries

Name: Mohammad Hasan Al Mamun
1. from Bangladesh
2. Studying Mobility and logistics
2. speak 4 languages
3. I love football and cricket
4. I have 3 years of training in mechanical engineering

Md Niaz Muhit

Jonayed Hossain
1. Student of CIE
2. From Bangladesh
3. Love to be a gamer
4. I'm a programmer

Innovation Mgmt Process & Phases

Name: Lynn Fiedler
1. Born in Bremen
2. lived there till I was 12 years old
3. Studying International Business Adminsitration
4. I play Basketball since 2012

Name: Alina Lovitskaya
1. Studying International Business Administration
2. Raised in Russia
3. Teacher of English according to the first BA degree
4. Speak 5 languages

Name: Anna-Maria von Darl
1. 19 years old
2. Studying International Business Administration
3. member of a student management consultancy
4. Mathematics affinity

Name: Marvin Brunokowski
1. Born in Moers
2. Studying Mobility&Logistics
3. 3 Years of MMA training
4. Lived in Berlin for 2 years

Name: David Timmler
1. Studying International business A.
2. born abroad
3. Highly fascinated by diverse cultures (1.5 years of language travels)
4. fluent in Enlish and German - able to communicate in chinese and french

Innovation methods for workshops

Name: Bhatti,Tilmeez Ur Rehman
1. Born : Mirpurkhas at Austria
2. Studying : Communication Information Eng.
3. Languages: English, German B1 ,Urdu(Mother Tough)
4. play table tennis

Magnus Warkall
1. Born and living in Moers
2. Slight Gaming Addiction
3. I love the Summer
4. Studying Psychology at HSRW

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Workshop application

Penguin story for „abstraction"

Artist: Lara Kocken

Learnings & impressions for stress reduction for summary & „break the ice"

- Strenthen your strength instead of thinking about weaknesses – but know your weakness

- Not quickly judge others – look at people at a whole

- Find out about yourself

- Built your required environment – to show your strength

Stress Management – Mindmap:

- to **structure** your thoughts

- to **foster ideas** of others

- to provide an **overview**

=> Reverse Mindmap: Inverting what "**not to do**" helps **getting aware** of the problem to avoid it

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Team rules

- Only one person speaks

- Respectful handling

- There are no wrong ideas

- No early evaluation of ideas/statements

- Open communication & feedback

- Constructive conflict resolution

- Keeping rules, tasks and deadlines

- any more? – let`s try…

Moddle

Course Name: Applied Innovation Management

https://moodle.hochschule-rhein-waal.de/course/view.php?id=13410

The slides and content, once taught completely, will be uploaded.

All relevant announcements regarding the lectures and the exercises will be made in our moodle course, so please check continuously!

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