



# Coaching of Industry Executives on MANAGING EXPONENTIAL GROWTH through INNOVATION EXCELLENCE

*"If you will only do what worked in the past, you will wake up one day and find that you have been passed by"*

- **Clayton Christensen**

**14 - 15 July 2022**

**Location: Bangalore**

**Time: 0930 – 1730 hrs**

In the present Industry landscape of cutthroat competition, every company is adopting their unique strategies for competitive advantages and growth. Innovation is central to enhancing competitiveness.

There has been a long-standing myth that Innovators are born and not made. This programme attempts to explode that myth by training managers to be successful Innovators through systematic processes and tools. The programme has also been designed to enhance the innovation management capability of companies and will equip managers with practical and hands-on tools to start or manage their own innovations. The programme will be conducted by well-recognized innovation specialist, Prof NMK Bhatta, trained by Steinbeis Germany and has conducted several Innovation programmes at IIM Indore, XIME, Bangalore and several other corporates

After the training, participants will be able to identify and implement their individual innovation projects - which can be an idea for a new or improved product, an innovative process or an improved business model. The program is designed especially for companies and individuals who want to rejuvenate innovativeness in their organisations.

## TOPICS COVERED

- Nurturing Creativity & Innovation in Teams, promoting Thinking in New Boxes.
- R&D Eco system in India vis-à-vis other developed countries (DNA Laboratory Case Study)
- Effective Leadership Styles for R&D Organisations (Soichiro Honda - Honda Motors Case Study)
- Introduction to Agile Methodology in Innovation Projects
- Intrapreneurship NRSA Case Study
- Managing Failures & Successes
- Open Innovation Tata Model
- Glocalization, Reverse Innovation - Procter & Gamble and Seagate Case Study
- Disruptive Innovation: Case Study on Electrical vehicles
- Innovation. Tools and Innovation Strategy: Technology S Curve, Osborne Check List, Paired Comparison Technique and Ansoff Matrix
- Business Model Innovation: Indigo Airlines Case Study
- Innovation Metrics: Objective measurement of Innovation in an organisation

## WHO WILL BENEFIT

This seminar is intended for Executives/Scientists/Technical Specialists/Strategy specialists/Marketing Managers, regardless of their experience and field of operation, who are keen to systematically improve their innovative capabilities

## FACULTY

Prof. NMK Bhatta is the Dean (Research) at XIME, Bangalore and formerly, a Professor and Chairperson of Industry Interface and Executive Education at IIM Indore. He has more than 41 years of practical experience in the Industry. He had undergone his training in Innovation Management conducted by Steinbeis, Germany and conducted MDPs for R& D Engineers & Scientists while at XIME and earlier at IIM Indore. He has published papers on Innovation Management in State Run Enterprises and worked towards development of a tool for measurement of Innovation Maturity in Indian Industries. He has also consulted various Industries in the field of Innovation

## FEE

**INR 14,000 + 18% taxes**

- Pre-registration is Mandatory
- 10% discount for 3 or more registration from the same organization
- The programme will be conducted in physical mode



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