

Coaching Programme
on
**GROWTH THROUGH
INNOVATION**

1330 - 1730 hrs

24 - 25 February 2023

3 - 4 March 2023

(Four half-a-day sessions)

In the present Industry landscape of cut throat 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.

TAKEAWAYS

The 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

- Introduction to Creativity and Innovation.
- Product, Process, Business Model and Customer Experience Innovation
- Incremental, Radical and Disruptive Innovation.
- Life Cycle of Technology Innovation – 'S' Curve Model
- Using Osborne Checklist and Ansoff Matrix
- Business Model Canvass
- Ishikawa for Process Innovation
- Idea Management Process – Best Practices
- Reverse Innovation as a Growth Lever

Faculty Profile

The Principal Consultant for this assignment will be Professor NMK Bhatta, who is presently a Professor & the Dean (Research) of Xavier Institute of Management & Entrepreneurship at Bangalore. He is a Six Sigma Black Belt and a Certified Project Management Professional from PMI, USA. He is also certified on advanced Project Management Methodologies from IIM, Ahmedabad. He was working in Tata Consultancy Services taking care of several delivery roles and finally worked as the Global Director of Business Excellence. He has been trained in Innovation Management by Steinbeis, Germany and in Qualitative Research by London School of Economics.

Who will benefit

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

Fee per participant:

Digital Session: INR 14000 + 18% GST



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