Accelerating Open Innovation

Collaborate to Innovate and beat the Competition

5 Days

▶ Upcoming Sessions

19-23 Aug 2024	Dubai - UAE	$5,950
28 Oct-01 Nov 2024	London - UK	$5,950
12-16 May 2025	London - UK	$5,950
18-22 Aug 2025	Dubai - UAE	$5,950
27-31 Oct 2025	London - UK	$5,950

▶ Training Details

TRAINING COURSE OVERVIEW

Open innovation is revolutionizing the business landscape, embraced by major companies worldwide with remarkable success. Our Accelerating Open Innovation online training course introduces a pioneering business management model that champions collaboration beyond organizational boundaries. Departing from the traditional silo mentality and the secrecy often synonymous with corporate R&D culture, open innovation fosters a culture of collaboration and knowledge sharing.

This Anderson online course explores various avenues for implementing open innovation practices, including strategic alliances between companies, establishment of research chairs in universities, and cultivation of innovation ecosystems.

Key features of this online training course include:

- Exploring strategies for companies to engage with external knowledge creators.
- Harnessing the innovation department's potential to bridge in-house teams with external knowledge sources.
- Cultivating internal innovation by emphasizing the creation of knowledge unique to the organization.
- Streamlining processes to avoid redundant reinvention.
- Establishing mutually beneficial partnerships with companies, universities, tech centers, and other knowledge hubs.

Key components of this training course include:

- Strategies for companies to effectively collaborate with external knowledge creators.
- Techniques for the innovation department to seamlessly connect and integrate in-house teams with external knowledge sources.
- Nurturing internal innovation by focusing on knowledge creation unique to the organization.
- Approaches to avoid redundant reinvention and streamline innovation processes.
- Cultivating mutually beneficial relationships with other companies, universities, tech centers, and various knowledge sources.

TRAINING COURSE OBJECTIVES

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

- Apply principles of open innovation
- Communicate and engage others of the benefits of open innovation
- Manage the challenges of open innovation
- Create a corporate mindset for open innovation
- Accelerate open innovation activities

DESIGNED FOR

The course is intended for all leaders and managers who are looking to develop their open innovation skills and consequently build success through collaboration.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Team Leaders & Supervisors
- Managers
- Heads of Departments
- Leaders in R&D
- Senior Leadership Team

LEARNING METHODS

This Anderson training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes the use of media slides, case studies and video examples, articles from businesses and universities that ensure interactive participation among delegates. There is ample opportunity for reflexive practice and for developing improvement plans to take back to the organisation.

▶ Training Details

Day One: Traditional Closed Innovation

- How our thinking works in respect of creativity and innovation
- Difference between vertical and lateral approaches; what are the benefits and weaknesses
- Methods of testing ideas for practicality and relevance
- Apply the more fluid style to the left and right hemispheres of the brain
- Recognise and cope with obstacles to creativity in the mind, in approach and in the working environment
- Understand the limitations and applications of conventional problem solving

Day Two: What is Open Innovation?

- What is open innovation
- How open innovation came to be
- Open vs closed innovation
- Type of open innovation
- Examples of open innovation
- Practical takeaways from the examples

Day Three: Benefits, Challenges and Methods

- Benefits of open innovation
- Challenges of open innovation
- How is open innovation done? - Methods of doing open innovation
- Open innovation method framework
- Open innovation methods
- Choosing the right method

Day Four: Accelerating Open Innovation

- Picking your goals
- Choosing the appropriate audience
- Building co-operation, key stakeholders and potential collaborators
- Selecting partners and forming business relationships
- How to measure compatibility and partner fit

▸ Planning and executing strategic pilots

Day Five: Communicating Open Innovation

▸ The Dynamics of Change – *Psychological and Physical Cycle*
▸ Dealing with the Psychological Impact of Change
▸ How to Motivate and Inspire Performance
▸ Communicating the Innovative Changes in a Positive Manner
▸ Communicating the "*Burning Platform*" Message of Change
▸ Building a culture of Open Innovation

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

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