

Innovation Management

One-day Seminar - Wednesday, September 8

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09:00-10:00

Introduction and Overview of the Topic

- Basic definitions
- Historic Perspective on Innovation in Society
- The Innovation Process
- Industry Dynamics and Innovation
- Discussion

10:20-12:00

Sources of Innovation and Business Opportunities

- Different Sources, illustrations
- Lead-users and different Systems of Innovation
- Customer Needs and Customer Value
- Formulation of Business Ideas
- Group Exercise: The Elevator Pitch

12:00-13:00

LUNCH

13:00-14:30

Innovation and Customer Value

- Customer Value and Functional Analysis
- Linking technology and customer value
- Generic Customer Value Creation Strategies
- Group Exercise: Functional analysis of an innovation

14:45-16:30

Voice of the Customer

- Types of customer interaction
- Analysis of customer chains
- A method for listening to the customer
- Interview techniques
- Exercise: Small role-play on customer interviewing

16:30 – 17:00

Concluding Discussion

- Key take-aways
- What can I do to get more knowledge and inspiration?
- Suggested further reading
- Feedback