

Innovation is vital for organizations in times of transient product life cycles and global competition.

Today's innovation approaches, however, lack effectiveness and efficiency and a thorough understanding of performance management.

The certified education on performance-driven innovation management is our response to customer requests.

This training program provides innovation managers with a comprehensive foundation and managerial toolbox based on cutting edge insights from academic and industry experts.

IPERF, the International Institute for Research Performance Management, was founded by an internationally renowned group of researchers, academics and consultants. The institute conducts research, consulting and training on performance measurement and management in R&D and innovation.

IPERF is supporting companies and institutions in identifying, aligning and implementing innovation performance management and in improving innovation processes to increase the return of investment into research and innovation.

Certified Education

PERFORMANCE-DRIVEN INNOVATION MANAGEMENT

Berlin, November 9–13, 2015

International Institute for
Research Performance Management

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IPERF TRAINING

From Ideas to Products: Introducing a Performance-Driven Innovation Management Approach

Date and Location

5 day training course
Monday, November 9 until
Friday, November 13, 2015
Location: Berlin, Germany

Target Audience

This class is designed for senior R&D experts who aim to extend their managerial skills and innovation executives aiming to extend their strategic reach.

Requirements

Participants are expected to have at least three years of relevant working experience and good conversational English skills.

Costs

5 days training, incl. lunch,
regular price: € 3770
early bird price (register before
August 15): € 3280

Written exam and certification
(optional): € 250

Certification

IPERF Certified Innovation Manager
(Foundation Level)

Registration

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The guiding framework provides a systematic approach and managerial toolbox for innovation managers offering a thorough foundation of the business processes within R&D, goal setting techniques and performance metrics.

The management framework is based on best practice studies with ABB Research, Deutsche Telekom AG Laboratories, EMC² Advanced Technology Solutions, IBM Research, Intel Research, Microsoft Research, Philips Research, and SAP Research.

We build an overall foundation by covering the framework in five modules:

Module 1: Ideation and Design Methods

Focus is on the role of design in ideation and innovation processes. We look at the implementation of design methods such as participatory design, user-centered design and empathic design.

Module 2: Portfolio Management

We address the role and place of portfolio management in innovation processes and the implementation of the main principles and tools. We explain how to analyze and design a portfolio.

Module 3: Intellectual Property Management

Training on the strategic use of intellectual property (IP) in alignment with corporate strategy; Value based IP asset development through the integration of IP strategy into the technology roadmap of a company.

Module 4: Technology Transfer

Learn about the generic process of technology transfer and its individual steps, roles and requirements as well as key performance indicators; based on best practice in handling this challenging topic.

Module 5: Product Management

Explore product management, a strategic role that manages the entire life cycle of products from conception to withdrawal from market, including a focus on stakeholder management for that process.

Speakers

Dr. Tatjana Samsonowa

Managing Director of IPERF and Associate Professor for Research Management. Before, she worked as innovation and relationship manager at SAP, Walldorf, Germany.

Dr. Joachim Schaper

Vice President Research at AGT International. Previously VP EMEA at SAP Research responsible for strategic development of SAP Research overseeing seven research locations.

Peter Bittner

Founder and Managing Partner at PATIT and President of the Intl. Institute for IP Management. Lecturer at Karlsruhe Institute of Technology (KIT) and Univ. of Strasbourg. Work experience at Fraunhofer, Nokia and SAP.

Dr. Sebastian Deneff

CEO and Co-Founder of Fraunhofer Spin-Off UBERBLIK. Research fellow at the Fraunhofer Center for Responsible Research and Innovation in Berlin, Germany. Independent design consultant.

Jac Goorden

Managing Director at Bicare; before Managing Consultant at IBM in Eindhoven, portfolio management and execution in innovation and new product development.

Greg Prickril

Strategic Product Management Consultant, Trainer and Coach for lean and agile, almost 20 years of industry experience in product management at IBM, Microsoft and SAP.

Petra Frenzel

30 years of experience in General Management, Service and Strategic Solution Management in the ICT-Industry. CEO and MD at Logica, PeopleSoft, Aspect Communications and SAP.