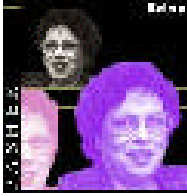




## Content Experts



Dr. Edna Pasher is the founding and managing partner of the first management consultancy in Israel that specializes in leading change management processes in organizations, practicing innovative managerial approaches from the leading international knowledge front. Dr. Pasher is one of the world pioneers in the knowledge management field. She is also very active in the research and academic aspects of knowledge management, and is a key member in leading action research projects, funded by the EU. She is a frequent speaker at international conferences and is also the editor and publisher of "Status" – the leading Israeli monthly management magazine. Gil Horsky, Edna's associate will join her in the course



Ron Dvir is the founder and CEO of *Innovation Ecology Ltd.*, a consultancy practice which expertises on Innovation Management. It focuses on the enabling conditions, processes and environment which catalyze individual and organizational innovation. Ron has BsC. In Industrial Engineering, MsC. In Computer Integrated Manufacturing and recently submitted his PhD. in Enterprise Integration to Cranfield University. He is a co-editor of "Unfolding the innovation cube" book, and lead researcher in several multinational large scale research projects in the area of innovation. Before establishing *Innovation Ecology*, Ron initiated and led the KM program of a large Hi-Tech corporation.

## Certified Innovation Navigator

An 8 week online workshop that will help you learn to master the 6 facets of the Innovation Cube



**Anytime, Anywhere**  
1:1 Online Coaching  
8 Week Program  
Shared Learning with Peers  
Web Conferencing Platform  
Voice over IP  
Real-Time Web Forum  
Prominent Guest Speakers

### Facilitator



Dr. Oliver Schwabe is one of the world's foremost community moderators and facilitators with over 50 theme areas delivered virtually to over 2500 students in 60 countries in the past decade. Key clients include:

- Jones International University
- Capella University
- The Open University Business School
- Know Inc.
- Entovation
- Sveiby Knowledge Associates
- United Nations Virtual Development Academy

For more information visit [www.eurofocus.com](http://www.eurofocus.com)

These are times when organisations are going into the bunker. They are busying themselves with primary survival. How? By cutting costs, of course. This is why it is so important to remember, particularly in these lean times, that long-term sustainability does not come from cutting expenses but from creating new value. And the most important source for creating new value is innovation: new ideas, new solutions to unsolved problems, new products and new services. Managing the knowledge asset is not enough. You need to create new knowledge. You need to innovate in order to create value for the company. It turns out that knowledge assets age real fast. If in the industrial age, organisations produced tangible products, in the knowledge age, knowledge-based organisations are knowledge factories "The Knowledge *Creating* Company", that's what it is all about. Gary Hamel and C.K. Prahalad in "*Competing for the Future*" — one of the most influential books on strategy of the 1990s — argued that innovation, not efficiency, was the path to greatness (Hamel and Prahalad, 1994). The Certified Innovation Navigator online course adopts these insights regarding the new corporate agenda: the new goal is to get to the future *first*. Only by creating new businesses, and reinventing existing ones, could companies become dominant market leaders.



## Module 1: Introduction to Innovation Management

An introduction to the field of innovation management; exploration of different types of innovation : linear, radical, disruptive etc. The framework and methodology of the 6-facets innovation will be outlined. An innovation fast assessment tool (NIMRate) will be used to assess the existing innovation situation in the organization, and to pinpoint areas with the highest potential of improvement.



## Module 2: The Invention Facet

The second facet is the invention of new ideas. Can every company learn to invent? The answer is yes, provided that the company is willing to change its old habits and get everyone involved in the process. This week will focus on the issue of fostering creativity by creating a climate for innovation, and by shedding previous habits, rules, and conventions, a company can enable the flow of new ideas and insights.



## Module 3: The Reuse Facet

The goal of this week is to offer an introduction to the theory and practice of reuse and the opportunities and threats associated with it. This will include a definition of the process of reuse and some concrete examples of organisations and their experiences and lessons learned with reuse. Finally, we articulate a set of "commandments" for successful reuse.



## Module 4: The Exploitation Facet

The fourth week focus is on the issue of exploitation. This means that creation of solutions, products, or services, that the market is willing to pay for. Here you will explore practical guidelines for creating value out of inventions and turn them into value.



## Module 5: The Stakeholders Facet

Innovation requires strong communication and cooperation between various groups, some inside the innovating organization and some outside. The primary groups of interest when trying to improve innovation performance include: customers, management / board, R&D, suppliers, marketing and government. The stakeholder's facet brings an extra focus on how the primary innovators interact with others to ensure successful innovation. We will focus on the stakeholders relevant to each course participant.



## Module 6: The Ecology Facet

The ecology of innovation is a complex system composed of many interlinked elements: space, time, culture, relationship, infrastructure, and atmosphere which from an environment that nourishes innovation. Innovation Ecology is the work environment, a setting that can enable, encourage, foster, and catalyse the generation of ideas and creation of value out of them.



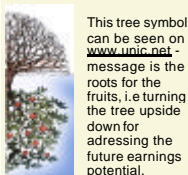
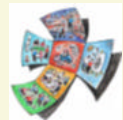
## Module 7: The Bottom-Line Facet

The NPD facet takes an external view and focuses on the actual value and performance of the innovation process (NPD = New product development). This facet addresses the importance of the bottom line – for example financial performance, product quality and performance and time to market. In this module, we will link the other facts with the bottom-line performance.



## Module 8: Putting it all together

Now we are ready to link the 6 facets into a comprehensive innovation strategy. At this week we will also discuss with the participants how to apply the knowledge they acquired into an innovation strategy and action plan.



This tree symbol can be seen on [www.unic.net](http://www.unic.net) - message is the roots for the fruits, i.e. turning the tree upside down for addressing the future earnings potential.

### Offerings

- Eight (8) week facilitated online course US \$2,000 plus course literature and connectivity
- One day face-to-face workshop - US\$ 2,000
- One (1) hour tele-coaching US\$ 200
- Four (4) hours online tele-coaching US\$ 800

~ Corporate rates available upon request ~

## The benefits

**SKILLS and KNOWLEDGE:** The course will provide you with the skill to systematically analyze the innovation capabilities of the organization. You will learn how to plan a strategy and concrete action plan to turn the organization (or parts of it) into Innovation Engines. You will understand the complementing aspects of innovation, as well as tools which support each. As a by-product, you will acquire the skill of learning, sharing knowledge and working in complex on-line constellation.

**IMMEDIATE RESULTS:** during the course you will develop a map of the Innovation capabilities of the organization, including the related resources, strengths, weaknesses and opportunities. This can be the first step in starting – or enriching – an organizational Innovation Management program.

**A UNIQUE EXPERIENCE:** The on-line intensive interaction with the course participants will be a true social and intellectual experience. The course will also charge you with the energy required to make a difference in the innovation capabilities of the organization.

**CONNECTIVITY:** the course might be the beginning of an international a network of colleagues from different organizations who are passionate about the subject – which will be able to consult with and interact after the course end.

## Methodology

An intensive 8 week program, consisting of an eight week-long coached eLearning program.

The course will be based on both the State-of-Art work of several thought leaders in Innovation Management, and facilitated **action learning** based on the true challenges of the organizations whose people participate in each course.

Ron Dvir, Edna Pasher, Norman Roth (Editors),  
*From Knowledge to Value, Unfolding the Innovation Cube*



Gary Hamel, *Leading the revolution*



Gifford Pinchot and Ron Pellman, *Intrapreneuring in Action*



Tom Kelley, *The Art of Innovation*



Debra Amidon, *The Innovation SuperHighway*



Robert Sutton, *Weird Ideas That Work: 11 1/2 Practices for Promoting, Managing, and Sustaining Innovation*



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Entovation International Ltd.



**Registration:** Please contact Dr. Oliver Schwabe via [oliver.schwabe@eurofocus.com](mailto:oliver.schwabe@eurofocus.com) **Dates:** Course starts monthly or by agreement. **Group size:** up to 10 **Time commitment:** Each week minimum 10 hours **Delivery:** Asynchronous delivery via [www.communityzero.com](http://www.communityzero.com). **Online seminars** are conducted using [www.centra.com](http://www.centra.com). **Payment:** Via [www.paypal.com](http://www.paypal.com). **Refunds:** Only before receiving course materials