

Programme Director

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Fee : ₹ 34,000/-
(US \$ 1495) +
Applicable Service Tax

MANAGING STRATEGIC INNOVATION

Programme Overview

In today's fast-moving business environment, innovating effectively and regularly is the only way of achieving and sustaining competitive advantage. Indian organisations that are facing global competition understand the importance of innovating quickly and rapidly on a global scale. Yet, only a handful of Indian organisations are able to generate ideas and effectively move them to market. Among the many constraints to innovating effectively in India, is the issue of managing innovations within Indian organisations, which more often exhibit a culture tied to hierarchy and power distance. There is also the lack of having a strategic outlook towards innovation itself. Hence mostly, innovations happen in Indian organisation in-spite of the system rather than due to it.

Therefore, fostering innovation within Indian organisations requires a fresh outlook that opens up space for conversation, debate, free thinking and strategic foresight. Encouraging ideation and strategically converting them through the innovation process into globally competitive products and services is the need of the hour for Indian firms.

The programme *Managing Strategic Innovation* changes the way middle level and senior level managers think about innovation, and gives them a more comprehensive outlook for executing change to innovate strategically. Participants leave the programme knowing how to influence corporate culture for fostering innovation and alter the way an organisation responds to the challenge of innovation, and create/strengthen relationships with partners along the value chain. The programmes will also look into how innovation can be promoted within the organisation and how it can be measured and linked with long term performance of an organisation.

Impact

- ◆ Develop skills to enable participants to foster the culture of innovation in their organisations
- ◆ Develop an innovation based thinking process amongst participants
- ◆ Create an appreciation, understanding and awareness of innovation management and its value for the organisation.

Participant Profile

Senior and middle level executives of private and public sector organisations, service organisations such as Financial Institutions, Banks etc., IT and ITES organisations, Government departments, and R & D organisations. Also useful for HR Professionals and Trainers.