

Content Experts



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 PhD. In Enterprise Integration from Cranfield University. He is a co-editor of "Unfolding the innovation cube" book, and lead researcher in several multi-national large-scale research projects in the area of innovation.

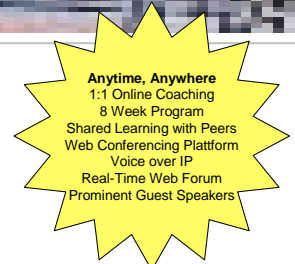
Before establishing *Innovation Ecology*, Ron initiated and led the KM program of a large Hi-Tech corporation.



Edna Pasher PhD & Associates Ltd. - an international management consulting company was founded in 1978 and specializes in strategic renewal of organizations through innovation management. Edna holds a PhD from NYU, and teaches at Tel-Aviv University. Dr. Pasher is a recognized world pioneer in knowledge management and intellectual capital development. She coaches top executives from leading organizations in strategic processes and is very active in applied research funded by the EU as a full partner with leading academic and industrial organizations in Europe. She is a frequent speaker in international conferences and the founder and editor of "Status" - the leading Israeli monthly management magazine. (www.pasher.co.il)

Certified Innovation Engines Architect

Learn how to design and build organizational innovation engines



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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.

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You will learn:

- ❖ How to keep a company vibrant, growing, and acting like a start-up?
- ❖ How to inject new energy to an aging organisation?
- ❖ How to focus the creative intellectual capital of the employees on true value creation?
- ❖ How to disrupt the competition – faster?
- ❖ How to lead a sustainable organization?

Successful innovators rely on systems, not serendipity. They build enduring "innovation engines" that create market value for internal ideas, gain wider exposure to ideas from outside and better define their core business.

"Innovation Engines" can take different shapes – for example: Future Centers, Innovation Labs, Incubators, Ideas Pipelines, Internal Venture Capita funds – however, they all share the same core principles.

The objective of the course is to introduce these core principles and building blocks of Innovation Engines, to explore different types, and to experiment with the process of designing Innovation Engines which address the specific needs of participants.

Benefits: Learn by doing -- no dry lectures on innovation. You will assume the role of a strategic innovation advisor in a context of your choice. From there participate in action learning to explore the concepts of ValueTrue, assess how to implement them and apply newly acquired skills in specially designed, integrated simulation exercises.

The seminar itself focuses on providing insights into the fundamental issues of valuing innovation and finally on the development of an innovation proposal for the organization of each participant.

The 10 Ecology Commandments

1. Encourage risk-taking and treat failures as great learning opportunities.
2. Provide free time for thinking and playing with ideas.
3. Communicate the vision and strategic intention of the organisation to serve as a compass for creative energies.
4. Encourage diversity of experiences, backgrounds, disciplines and viewpoints.
5. Provide sponsorship to intrapreneurs.
6. Remove bureaucracy and speed up the flow of ideas.
7. Establish wide internal and external communication channels and free information exchange with everybody – suppliers, customers, competitors and employees.
8. Acknowledge and reward imagination, creativity and rule breaking.
9. Provide significant challenges and ask big questions.
10. The Future is priority #1 – treat it accordingly.

For more information please contact
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Entovation International Ltd.



Module 1: Introduction to Innovation Engines

Welcome to our collective journey to the land of innovation engines! In this week: an introduction to the field of innovation engines; exploration of different types of innovation: linear, radical, disruptive etc. Introduction to concept of innovation engine. This module will provide the opportunity to become familiar with the tools used in the course, and more importantly – with each other.

Module 2: Types and core principles

There are multiple types of “Innovation Engines”, different in objectives, scope, configuration, approach etc. In this week we will identify these types, and visit (virtually) several innovation engines.

Module 3: Players

Innovation Engine can not (or actually, should not) work in isolation. It generates value through complex and intensive relationships between all the involved actors – internal and external alike. In this module we will brainstorm the potential roles and contribution of customers, competitors, academia, regulators, members of other organisational units, senior managers etc.

Module 4: Factors & Building Blocks

In this module we explore the many factors which contribute to the success – or failure – of an innovation engine. These might include soft factors such as people, and more tangible factors such as processes and financial aspects. The building blocks of the Innovation Engine will be studied, such as virtual and physical space, technology and staff.

Module 5: Co-designing (I): Triggers and Drivers

In this week we begin the four-week process of co-designing innovation engines by each participant (or possibly pair of participants who wish to work together). The first week is dedicated to discovering the “why” question: what triggers the organisation or community in question to consider the idea of an “innovation engine”? What are the drivers (economical, social, organisational, etc.) for the quest for innovation?

Module 6: Co-designing (II): Conceptual design

By the end of this week, each participant will come with concept for his/her innovation engine. What is it? Who are its customers? What are its main outputs? How does it work? How is it linked to the rest of the organisation?

Module 7: Co-designing (III): Architecture

This week is the highlight of the design process. Each participant, supported by his peers and course facilitators, will architect the different aspects of the innovation engine. It will not be a perfect plan – rather, a blueprint which addresses the real challenges of the organisation, captures the concepts learned so far and drafts a possible solution.

Module 8: Putting it all together – from idea to action

Now we are ready to integrate what we have learned in the last 7 weeks into a practical roadmap towards creating innovation engines. At this week we will also discuss with the participants how to apply the knowledge they acquired into an action plan.

Methodology

An intensive 8 week program, consisting of a coached eLearning program.

The course will be based on facilitated **action learning** based on the true challenges of the organizations whose people participate in each course.

A combination of several interaction tools will support shared learning:

- ❖ Virtual round tables
- ❖ Virtual brainstorming
- ❖ Case studies and Best Practices
- ❖ Facilitated reading of selected material
- ❖ Co-design of innovation engine
- ❖ Peer review of student’s designs

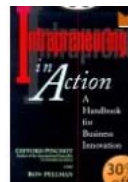


Reading material

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



Pinchot, Gifford, PellMAN, Ron (1999), "Intrapreneuring in Action"



Debra Amidon, *The Innovation Superhighway*



Offerings

- Eight (8) week facilitated on-line course
- One day face-to-face workshop
- Four (4) hour online tele-coaching



This tree symbol can be seen on www.unic.net - message is the roots for the fruits, i.e turning the tree upside down.

Registration: please contact Dr. Oliver Schwabe via oliver.schwabe@eurofocus.com

Dates: Courses start monthly by agreement. Group size: up to 10 people. **Time commitment:** Each week minimum 10 hours

Delivery: Asynchronous delivery via www.communityzero.com **Online seminars** are conducted using www.centra.com

Payment: Via www.paypal.com **Refunds:** only before receiving course materials