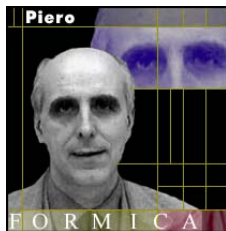


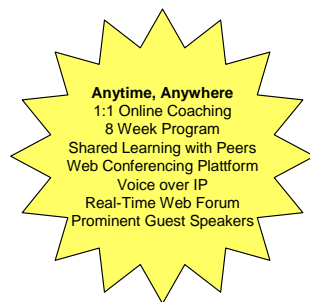
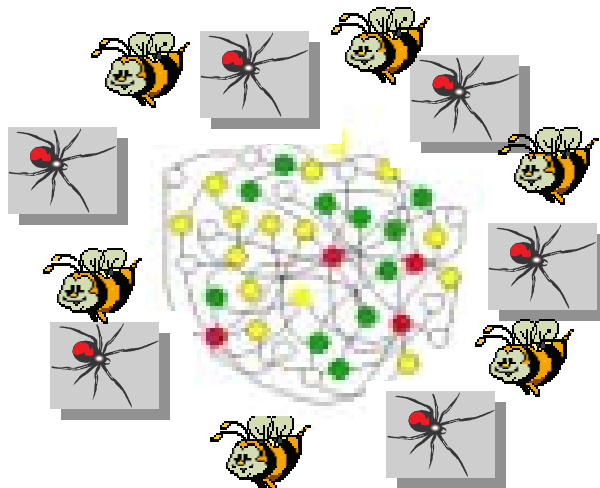
Content expert



Leveraging knowledge clusters for innovative advantage

~ An action-learning course leading to certification by Prof. Dr. Piero Formica and the International University of Entrepreneurship ~

Prof. Piero Formica is Dean of the International University of Entrepreneurship in Ijmuiden, Amsterdam and professor of Entrepreneurship and Innovation at the Higher Colleges of Technology, Abu Dhabi. He is also visiting professor at the Master School of Business Law, University of Bologna and the Faculty of Economics and Business Administration – Tartu University. In the business world he is involved as director of internationalisation to the Zernike Group in the Netherlands, an international company that runs seed capital funds and promotes the commercialisation of innovation and know how. Prof. Formica has over 30 years of experience in the fields of international economics and economics of innovation, working with OECD Economic Prospects Division in Paris, large corporations and small companies, governmental bodies and the European Union. Prof Formica is member of the Editorial Board of the New Academic Review, London and editor of the China High Technology Enterprises Journal. Prof. Formica is member of the Advisory Group, Institute for Enterprise and Innovation, Nottingham University of Business School, the University of Nottingham. He is also member of: the Board of Advisors, The Competitiveness Institute - The cluster practitioners network, Barcelona; the IASP (International Association of Science Parks) Advisory Council; the Board of Directors of Transinnova (Rouen, France), the Knowledge Management Entovation Network, and SPICE – an international network of Science Parks and Incubators experts.



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
 - The Open University Business School
 - KnowInc
 - Entovation
 - Sveiby Knowledge Associates
 - United Nations Virtual Development Academy

For more information visit www.euro-focus.com

LEARN HOW TO:

- Identify clusters in your context
- Implement clusters for innovative advantage
- Leverage clusters for strategic advantage
- Manage clusters for ongoing value generation
- Argue the ROI of cluster projects

Knowledge Clusters (KCs) serve the broader purpose of cultivating growth-oriented new ventures. Nascent entrepreneurs focussing more on growth and less on self-sufficiency can tap into the wealth of "animal spirits" and their experience inside knowledge clusters. There is a simple reason why this can happen.

The opinions of the individuals who, on their own capacity, participate in knowledge pools and communities of practice carry on more weight than the views of the organisations to which they belong.

Creativity in business is stimulated by investment decisions whereby the received wisdom of corporate principles of rational calculation is counterbalanced by the capability of the "animal spirits" to seize mere ideas.

KCs are characterised by interpersonal relations. These include:

- entrepreneurs and aspiring entrepreneurs
- researchers,
- investors
- professional service providers
- and local development officials.

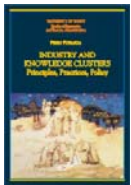
Entrepreneurs and aspiring entrepreneurs are the KC's core audience.

The goal of clustering is to build relationships among people who want to change knowledge into innovation and derive business value from it. Knowledge clusters shows a three-fold entrepreneurial trait: their organisation is entrepreneurial, their members seize entrepreneurial opportunities and entrepreneurial patterns mould their reciprocal relations.

A desire to gain access to expertise, shared ideas and learning from one another pushes each individual in the direction of a group of peers or affinity group, or community of knowledge practice. The latter constitutes the basic form of knowledge cluster. More complex configurations encompass different communities of practice clustering round a knowledge pool as well as separate knowledge pools coming together.

The search for networking and socialisation inclines KCs to be focused on how people manage themselves and their relationships with others. Therefore, KCs cultivate what Rob Yeung, a business psychologist, has called "soft skills", such as skills in awareness, regulation, motivation, empathy and relationship management.

In KCs, knowledge sharing that occurs horizontally through the moulding of communities of practice helps cultivate an entrepreneurial culture in the research environment, unleash business opportunities from new ideas, and enhance productivity of researchers.



Module 1: Foundations

Learning Objective: Describe historical context of clusters and their role in latter-day economic strategy
Project focus: Identify cluster to innovate
Case study: The rain forest

Benefits

Learn by doing: you won't listen to dry lectures on Knowledge Clusters. You will assume the role of a "Cluster Moderator" in a context of your choice and learn new concepts, assess how to implement them, and practise newly acquired skills in specially designed, integrated simulation exercises.

The seminar itself focuses on providing insights into the fundamental issues of Knowledge Clustering and finally on the development of a Knowledge Cluster® proposal for the organization of each participant.

The parallel learning tracks ensure that participants are able to gain knowledge about Knowledge Clustering issues which can be directly applied to their own environment and hence to move into a phase of learning by doing.

Methodology

An intensive 8-week program, consisting of a coached e-Learning program based on the the work of Prof. Formica and other leading authorities.

Online workshops with Prof. Formica and other leading authorities as guest speaker are conducted regularly.

Piero Formica
 INDUSTRY AND KNOWLEDGE CLUSTERS
 Tartu University Press 2003



Amidon, D.
 The Innovation SuperHighway
 Butterworth-Heinemann 2003



Tapscott, D., Lowy, A., Ticoll, D.,
 Blueprint to the Digital Economy
 Mc-Graw-Hill, 1998



Knowledge Innovation® Assessment software



Throughout the course, other individual assessment, networking climate, and activity prioritization tools will be used and/ or made available to students, such as the Extended DISC Behavioral Evaluation, the 4DI and Hall/Tonna Values Inventory.

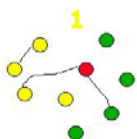
Offerings

- Eight (8) week facilitated online course
- One day face-to-face workshop
- One (1) hr telecoaching
- 4 x 2 hours telecoaching using online platform

~ Corporate rates available upon request ~



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

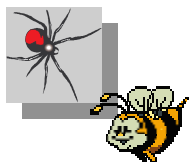


Module 2: The Industry Cluster

Learning Objective: Discuss industry cluster characteristics and importance
Project focus: Analyse cluster
Case study: Packaging machinery

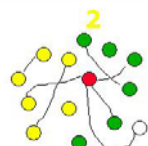
Module 3: The Cluster Moderator

Learning Objective: Understand the critical weaving and pollinating role of the cluster moderator
Project focus: Identify required skill set
Case study: SAB Miller (South Africa)



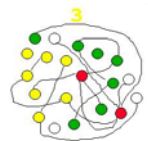
Module 4: Knowledge Communities

Learning Objective: Define the life-cycles, dynamics and facets of communities in clusters
Project focus: Evaluate cluster communities
Case study: The SPICE Group



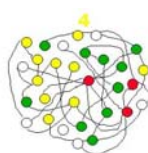
Module 5: Knowledge Pools

Learning Objective: Interpret the role, development, and characteristics of knowledge pools
Project focus: Evaluate cluster pools
Case study: Cluster Competitiveness



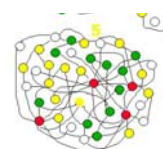
Module 6: Knowledge Clusters

Learning Objective: Correlate knowledge cluster dynamics with systems theory
Project focus: Describe cluster dynamics
Case study: Entopolis



Module 7: Cluster Policy

Learning Objective: Define how cluster policy must be adapted for digital environments
Project focus: Define policy needs
Case study: The Public-Private Partnership



Module 8: Innovating with clusters

Learning Objective: Understand the manner in which clusters must be innovated for continued success
Project focus: Develop innovation strategy
Case study: Participant choice



Registration: Please contact Dr. Oliver Schwabe via 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.sveibytoolkit.com and www.communityzero.com. **Online seminars** are conducted using www.centra.com. **Payment:** Via www.paypal.com. **Refunds:** Only before receiving course materials