

# Advancing Open Innovation Strategies

**Duration:** 5 Days

**Language:** en

**Course Code:** MG2-148

## Objective

Upon completion of this course, participants will be able to:

- Apply open innovation principles to drive organisational growth.
- Advocate the benefits of open innovation and engage stakeholders effectively.
- Navigate challenges inherent in open innovation initiatives.
- Foster a corporate culture that embraces open innovation practices.
- Stimulate innovation through strategic implementation of open innovation methodologies.

## Audience

This comprehensive course caters to a diverse audience, including:

- Team leaders and supervisors seeking to enhance innovation practices within their teams.
- Managers tasked with driving organisational growth through open innovation

strategies.

- Members of senior leadership teams interested in fostering a culture of innovation and collaboration.
- Professionals committed to advancing their understanding and implementation of open innovation principles.

## Training Methodology

This course utilises an engaging and practical approach to adult learning, integrating interactive lectures, hands-on activities, and collaborative group work. Participants will delve into real-world case studies and participate in scenario-based exercises to apply open innovation principles. Workshops and role-playing sessions will allow attendees to practice building strategic alliances and managing change. Group discussions and brainstorming sessions will foster a collaborative environment where participants can share insights and strategies. The course also includes self-assessment tools and reflective practices to help participants evaluate and refine their innovation approaches. This multifaceted methodology ensures participants gain the skills and confidence to implement open innovation practices effectively within their organisations.

## Summary

Open innovation has emerged as a compelling trend embraced by leading corporations worldwide. This course introduces a business management model for innovation that champions collaboration with external organisations. Participants will explore how open innovation challenges conventional corporate mindsets and fosters a culture of collaboration and creativity. This course will give attendees insights into administering open innovation principles and cultivating a corporate ethos conducive to innovation.

## Course Content & Outline

**Section 1: Understanding Creativity and Innovation**

- Exploring the cognitive processes underlying creativity and innovation.
- Assessing the strengths and weaknesses of lateral and vertical thinking approaches.
- Methods for evaluating and prioritising ideas for feasibility and relevance.
- Identifying and overcoming obstacles to creativity in thought and workplace environments.

**Section 2: Introduction to Open Innovation**

- Defining open innovation and distinguishing it from closed innovation models.
- Tracing the evolution and emergence of open innovation practices.
- Exploring different types of open innovation and real-world examples.
- Analysing the benefits and challenges associated with open innovation.
- Methods and frameworks for implementing open innovation initiatives effectively.

**Section 3: Strategising Open Innovation Initiatives**

- Setting clear goals and defining target audiences for open innovation projects.
- Selecting and building partnerships with external collaborators.
- Assessing corporate compatibility and establishing strategic alliances.
- Designing and executing pilot projects to test open innovation strategies.

**Section 4: Managing Change and Fostering Innovation Culture**

- Understanding the psychological and physical dynamics of change management.
- Addressing the psychological impact of change on individuals and teams.
- Motivating and inspiring performance amidst innovative changes.
- Communicating the imperative for change in a positive and engaging manner.
- Cultivating an organisational culture that embraces open innovation principles.

**Section 5: Leadership in Open Innovation**

- Roles and responsibilities of leaders in driving open innovation initiatives.
- Empowering team leaders and supervisors to champion open innovation.
- Providing guidance and support to managers and senior leadership teams.
- Creating an environment that encourages experimentation and risk-taking.
- Fostering collaboration and knowledge-sharing to accelerate innovation.

## Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training

course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Management & Leadership

## Tags

Innovation, Creativity, Innovation Strategies

## Related Articles




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effective leadership.

## YouTube Video

https://www.youtube.com/embed/5b1Om2T6p7Q?si=fNVoYjBTbdkvtvEX