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**Strategic Management of Innovation –
How Companies Can Benefit from Next Practice Examples**

Düsseldorf 2011

Strategic management of innovation has moved to a next generation

What we cover in this module:

- Present a conceptual framework for the evolving strategic management of innovation
- Describe how to translate innovation strategies into action
- Discuss new business models as a result of disruptive innovation
- Explain strategy formation for the R&D organization and portfolio management
- Discuss new findings for the successful implementation of innovation initiatives
- Analyze how to combine internal and external (open) innovation
- Describe the challenge of measuring innovation and becoming a high performance organization
- Summarize, which next steps can be useful for your company