Executive MasterClass

Best Practice in Open Innovation
Develop World Class Innovation Networks

Delivered by Frank T. Piller

For fee, date & location details see page 8
Introduction

How do you profit from your organisation’s periphery for innovation?

The background of open innovation is simple: successful innovation is not solely performed internally within a firm, but in a cooperative mode with other external actors, including customers, suppliers, competitors, the scientific system of university labs and research institutions. New forms of organising distributed problem solving like crowdsourcing have enabled new ways to innovate in many organizations. This 3-day Executive MasterClass will discuss how open innovation really delivers value, and how it differs to conventional practices of innovation management. Beyond implementing tools and techniques, this MasterClass will look at building a set of internal capabilities to transform the external input into successful innovation.

Focus

- Build a Sustainable Open Innovation Strategy for your Organisation
- Master the Various Tools and Techniques of Open Innovation
- Manage Internal Capabilities and Overcome Internal & External Obstacles

Benefits

- Identify the real meaning of Open Innovation and how it complements existing approaches to innovation management
- Develop an agenda for action to use crowdsourcing, customer co-creation, solution contests, netnography, and broadcast search to increase the productivity of your innovation function
- Analyse and acquire an in-depth overview of the intermediaries and platforms for Open Innovation – and learn how to select the right partner for your initiative
- Implement a tried and tested Open Innovation strategy and learn key steps for structuring and managing your innovation network
- Measure and explore the return of Open Innovation – what are the costs, value drivers and corresponding KPIs.

Participants

The MasterClass has been created for senior innovation leaders, directors, VPs, CTOs or mid-level managers within any sector who want to lead or manage an open innovation or customer co-creation initiative in their organization and create an enduring competitive advantage.
The Agenda

Day One

am

Theme:
Why Open Innovation is the New Strategic Imperative of Innovation Management

Welcome and Introduction
• Participants' experiences and expectations
• Co-creating the priorities of our agenda

Understanding Open Innovation
• Determining your open innovation needs and objectives
• Placing open innovation in the framework of strategic technology & innovation management
• Differentiating open innovation and co-creation
• Outside-in, Inside-out, and coupled OI: developing a framework for open innovation and co-creation

Two Opening Case Studies: Open Innovation
• Case Study 1: How Pioneers Profited from Open Innovation
• Case Study 2: Consumer Goods vs. Industrial Goods

Coffee & Refreshment Break

The Open Innovation Toolbox
• How to structure open innovation methods
• An overview of the tools for open innovation
• Open innovation, crowdsourcing, R&D networks and innovation alliances: How are these concepts different?
• Select the right tool – a contingency perspective

Networking Lunch

pm

Open Innovation for Technical Problem Solving in R&D: Broadcast of Search
• The core idea of broadcast search (solution contests)
• Formulating an RFP and conquering IP issues
• Selecting winning solutions
• Platforms, intermediaries and brokers – and how to select the best
• Case Study 3: Learning Outcomes from Piloting Open Innovation with Over 20 R&D-Intensive Companies in the Machinery and Automotive Industry

Coffee & Refreshment Break

Interactive Workshop: RFP Drafting Lab
• Learn the criteria to pick a technical task suited for broadcast search
• Develop a draft RFP: Discuss success opportunities and how to improve your RFP

Industry Insights: An Open Innovation Industry Leader
• Learn from first-hand knowledge how an industry leader uses broadcast search
• Discuss implementation and operational practicalities

Summary of the day
Close
Networking Drinks
The Agenda

Day Two

Theme:
Opening up Your Innovation Process for Co-Creation with Customers and Users

Day One Recap
• Open questions from Day One
• An overview of Day Two

Customer Co-Creation and Benefitting from Lead Users
• The role of users and customers for innovation
• What are Lead Users
• Case Study 4: User-Centered Innovation at 3M
• How to find lead users and work with them systematically

Coffee & Refreshment Break

Tools for Co-Creation: Netnography, Ideation Contests, and Toolkits for User Co-Design
• Modern methods of customer-centric innovation
• Netnography: Profiting from online communities
• Ideation & design contests: Crowdsourcing for ideation
• How customer co-creation also works for B2B companies
• Case Study 5: How BEIERSDORF (NIVEA) Created their Most Successful Product Launch Ever via Systematic Co-Creation

Networking Lunch

Design Parameters of your Co-Creation Campaign
• How social network tools support co-creation
• Balancing the right mix of incentives: Monetary, Intrinsic, Social
• Tapping into user communities: Opportunities and Pitfalls
• Benefits and challenges of co-creation: Remaining in Control
• A word about IP and Terms & Conditions
• Interactive Exercise: Managing the Crowd
• Case Study 6: How a Systematic Co-Creation Strategy Supported the Turnaround at LEGO

Coffee & Refreshment Break

Interactive Workshop: Developing a Co-Creation Prototype
• Working in groups to develop concepts for a co-creation campaign
• Find the right tasks and develop a communication strategy
• Team presentations and group discussions

Industry Insights: A Co-Creation Industry Leader
• Learn from first-hand knowledge how an industry leader benefits from co-creation with customers
• Discuss implementation and operational practicalities

Summary of the day
The Agenda

Day Three

Theme: Creating Your Open Innovation Strategy

Day Two Recap
• Open questions from Day Two
• An overview of Day Three

Creating an Open Innovation Eco-System
• The market of support for open innovation: Results from our study of 165 open innovation intermediaries
• How to select the right platform for open innovation
• Negotiating contracts and conditions
• What are the pitfalls when selecting an open innovation platform
• Case Study 7: SAP: Creating an Eco-System for Innovation

Coffee & Refreshment Break

Open Innovation Readiness
• Open Innovation Readiness: How to evaluate your organisation’s capabilities
• Changing the culture for open innovation
  - What is OI culture?
  - How to manage change?
  - Responsibilities and promoters
• Overcoming the “not-invented here” syndrome
• Case Study 8: How SIEMENS Created a Successful Open Innovation Strategy

Networking Lunch

Defining Metrics for Open Innovation and Co-Creation
• How to measure input and output for open innovation
• Typical KPIs used in different open innovation development stages
• Benchmarking your open innovation practice

Coffee & Refreshment Break

Outlook: The Future of Open Innovation
• What is coming next?
• Open data and open hardware: New forms of IP
• The OI landscape in 2020
• Case Study 9: How Disruptive Startups are Creating the Next Wave of Open Innovation Ecosystems

Drafting Your Open Innovation Strategy
• Leading open innovation
• Reflections of the MasterClass
• Prioritizing your next steps
• Co-creating the conclusions

Summary of the day
Our exclusive programmes are crafted by industry experts, business leaders and world class academics.

Harnessing their experience and expertise, the Executive MasterClass™ provides you with the knowledge that gives you and your business competitive edge.

Our programmes combine proven frameworks with cutting edge strategies, delivering critical insight which in today’s leadership roles, can be the difference between success and failure.

**World Class Leaders**
Our leaders have 25+ years’ experience in senior positions with fortune 100 companies, esteemed associations and the world’s finest academic institutions.

Each leader crafts content based upon their experience and know how; offering an unbiased and unique insight into real world challenges.

**Real World Application**
Our programmes are based on tried and tested strategies, tools and techniques that are designed to be applied to real world challenges, delivering immediate and measurable results.

**Networking**
Our programmes have a strict capacity of 25 participants creating an environment conducive to successful learning and networking.

Our participants are the senior management driving the world’s largest and most influential companies.

**Exclusive & Tailored Content**
Our programmes are exclusive, custom designed and tailored to best represent the collective goals of our participants.

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See what past participants have said about Frank Piller:

“Academic depth combined with very practical advice. Highly interactive teaching style, creating tangible innovation for our business model”

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Senior Director Innovation, FUJITSU Technology Solutions

“Frank exposes impactful insights about Open Innovation in an engaging & captivating style”

Manager, Research & Engineering IT, ExxonMobil

“Frank Piller is a very enthusiastic and knowledgeable speaker with eye opening views on effective Open Innovation practices”

Director Innovation Excellence, BASF SE

Director Innovation Alliances, AkzoNobel NV
Frank Piller is a Co-Director of the MIT Smart Customization Group and a Professor of Management at the Technology & Innovation Management Group of RWTH Aachen University, Germany, one of Europe’s leading institutes of technology. Before entering his recent position in Aachen, he worked at the MIT Sloan School of Management (2004-2007) and has been an Associate Professor of Management at TUM Business School, Technische Unversitaet Muenchen (1999-2004).

Frequently quoted in The New York Times, The Economist, and Business Week, amongst others, Frank is regarded as one of the leading experts on open innovation and strategies for customer-centric value creation, like mass customization, personalization, and innovation co-creation. His recent analysis of the crowdsourcing business model “Threadless” (co-authored with Susumu Ogawa), an innovative crowdsourcing business model in the fashion industry, has been elected as one of the Top-20 articles in MIT Sloan Management Review.

His group at RWTH Aachen is considered to be one of the globally leading research centers for open and distributed innovation and is supported by competitive research grants of about $1 million annually. This research has been acknowledged, for example, by a finalist nomination for the “Innovating Innovation” Award 2013 by Harvard Business Review and McKinsey for their work on implementing open innovation or the 2012 Global Co-Creation Award by PDMA (the largest professional association for product and service development) for their work on ideation contests with senior citizens.

As a founding partner of Competivation, a management consultancy, he helps his clients to build sustainable competitive advantage by strategic innovation & technology management. Frank Piller has consulted and delivered Executive MasterClasses for more than fifty companies, including many DAX30 and Fortune 500 corporations such as Adidas, Audi, Bank of America, BMW, Daimler, General Electric, Infineon, J&J, Lego, Mars, Nokia, Sears, Siemens, and Unilever. As an investor, member of the Board of Directors or as a scientific adviser of several technology companies, he transfers his research into practice.
The Registration

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<th>Fee per Participant</th>
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<td>London</td>
<td>£3995 + SC &amp; VAT</td>
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Total Attendees: 1  2  3  4  5  More

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**Lead Participant Details**

- Title
- First Name
- Last Name
- Job Title
- Email
- Direct line
- Mobile

**Company Details**

- Company Name
- Address
- City
- Postcode
- Country
- Switchboard
- Accounts Contact

**Payment Details**

- Credit Card
  - Visa
  - Master Card
  - Amex
- Card No.
- Issue Date
- Expiry Date
- Security Code
- Print Name
- Signature

**Payment Terms**

- 28 days from the date of invoice. All bookings are made in accordance with TLN Training Ltd’s Terms of Business. Details available upon request.
- A 10% service charge will be levied to cover all administration services completed per participant prior to the MasterClass.
- Participant places are transferable but cannot be cancelled. We reserve the right to reject applications.

**Participation includes**

- Access to all Executive MasterClass activities
- All applicable Executive MasterClass materials – printed and electronic via a USB
- Hosted Lunches, refreshments and Day 1 drinks Reception
- Fully accredited CPD Certification upon completion

**Data Protection**

Please check that you have signed. Personal Data is gathered in accordance with The Data Protection Act 1998. We may make details available for use for other selected companies in the UK and other countries for marketing and sales purposes.

- I do not want my details passed on to other organizations.
EVERYONE HAS A STORY TO TELL

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#MakeThingsHappen