

INCOM 2015

15th IFAC/IEEE/IFIP/IFORS Symposium
Information Control Problems in Manufacturing



Ottawa, Canada, May 11-13, 2015
Ottawa Convention Centre

Workshop No. 2

Business Innovation Management: Methodology and Tools

Presenters: *Dr. Sorin Cohn - BD Cohnsulting Inc., Canada*
Prof. Tamas Kopolyay - UQO; Director of research, CATA, Canada

OBJECTIVES

This workshop brings a comprehensive answer to the question *Can we extract higher value from our innovation efforts?* It provides the foundation necessary to manage business innovation comprehensively, competitively and methodically. The training sessions guides the audience along the basic c-FIT processes necessary to achieve tangible market performance through the use of advanced business practices, tools, methodologies and metrics.

CONTENT

This 2-hour long workshop, which starts from the premise that what is measured gets done, provides the answer by building the foundation necessary to manage business innovation comprehensively, competitively and methodically based on the use of appropriate tools and metrics. Basically, technology and R&D must be complemented by attention to other critical areas of competitiveness - business models, competitive strategies, financial capabilities, commercial processes, cultural and organizational issues.

Participants will be guided along the basic processes necessary to achieve tangible market performance through the use of advanced tools, methodologies and metrics addressing:

- Understanding what business innovation is about, with comprehensive frameworks of innovation as engine for competitive differentiation;
- Showing leadership with energizing vision, manageable goals and in-depth knowledge of the market, the firm and the competition;
- Ensuring an appropriate mix of business models;
- Focusing innovation on reality-anchored competitive imperatives and selecting priority targets leading to tangible market performance;
- Acquiring funding and sufficient resources;
- Applying a metrics-based management of innovation in a structured manner using a well-chosen portfolio of metrics that balances risks and gains across corporation;
- Timely evaluating, reviewing, adjusting innovation activities and communicating lessons of success and failure;
- Nourishing an entrepreneurial culture and an organization aligned with business goals and strategies;
- Taking advantage of innovation ecosystem with all the government agencies, not-for-profit organizations as well as complementary profit-oriented companies ready to support meaningful innovation.

Participants will learn how to accelerate company growth, avoid decline and enhance competitiveness through in-depth knowledge and practical application of the c-FIT metrics-based business innovation management methodology and associated on-line tools.

The Workshop will take place on May 12, 2015.

Fees for INCOM 2015 attendees: Regular – CAN\$ 120, Students – CAN\$ 80.

Please register at <http://incom2015.org/registration.html>.