



virtuelna esnafska zajednica

Training plan " Using innovation to achieve organization's global competitive advantage"

How to stimulate the process of creating and exploiting profitable ideas in your organization, to increase your global competitive advantage?

Trainer Miodrag Kostić

1 day

Time	Training content	Goals	Practical exercises
09.00-10.30	Introduction What is the innovation process and its role in increasing organizations competitive advantage?	Goals of the training, participants introduction, to get the general idea on innovation management principles	
10.30-10.45	Coffee break		
10.45-12.00	4P innovation model – innovative company case study – group work.	Understand the idea of innovation through practical using of 4P innovation model	Practical exercise through case study
12.00-12.15	Coffee break		
12.15-13.00	Characteristics of innovative organization.	Realize how the organization becomes innovative	Practical exercise and examples
13.00-14.15	Lunch break		
14.15-15.00	Organization's innovation readiness audit – practical exercise – group work.	Learn how to measure organization's innovation readiness.	Exercising on the practical example
15.00-15.15	Coffee break		
15.15-16.00	Giving home work to be presented on the second training day. Comments.	Discussion on the first day events.	

2 day

Time	Training content	Goals	Practical exercises
09.00-10.30	What are the organization's innovation barriers?	To realize and remove the barriers.	Practical exercise and examples
10.30-10.45	Coffee break		
10.45-12.00	Industry analysis, trends, vehicles of profitability.	Recognize the industry trends.	Practical exercise and examples
12.00-12.15	Coffee break		
12.15-13.00	Competitive strategies and innovation plans, vehicles of exclusivity.	How to increase competitive advantage through innovation.	Practical exercise and examples
13.00-14.15	Lunch break		
14.15-15.00	Practical exercise to find vehicles of exclusivity – group.	Learning the key parameters, testing your organization.	Practical exercise through case study
15.00-15.15	Coffee break		
15.15-15.45 15.45-16.00	Individual presentations, questions and answers.	Direct participants interaction.	