

1 FIRST
OF ALL:
STAY
ON TOP

INNOVATION AS A CORPORATE MODEL

June 15–17, 2016
June 12–14, 2017
ESMT Campus, Berlin

**INITIATE AND IMPLANT INNOVATION
INTO YOUR ORGANIZATION'S DNA**



**Executive Education
Ranking 2015**

**The most recent international rankings
confirm the program excellence at ESMT**

Financial Times ranks ESMT 11th worldwide in
executive education and number one in Germany



JENS WEINMANN, ICM Program Director, and CHRISTOPH BURGER, ICM Program Director

ICM FACULTY

CHRISTOPH BURGER (PROGRAM DIRECTOR)

is a senior lecturer and senior associate dean of executive education at ESMT. Before joining ESMT, he worked at Otto Versand, as vice president at Bertelsmann Buch, at the consulting firm Arthur D. Little, and as an independent consultant focusing on private equity financing of SMEs. His research focus is on long-term industry development, especially the energy sector, innovation, decision making and negotiations. He is the co-author of the *ESMT Innovation Index – Electricity Supply Industry* and of *The Decentralized Energy Revolution – Business Strategies for a New Paradigm*. He lectures for institutions such as Duke CE, ESCP, and HEC, and is a speaker at conferences for Wade, Cornwall Energy, Oxford Energy, Pennwell, and Platts. He is a member of the jury of the GreenTech Awards, a mentor at Startup Bootcamp Berlin, the Axel Springer Plug&Play Accelerator, and MBA projects on new energy solutions. Christoph studied business administration at the University of Saarbrücken, the University of St. Gallen, and economics at the University of Michigan, Ann Arbor.

JENS WEINMANN (PROGRAM DIRECTOR)

is a program director at ESMT. He was the project manager of a research project financed by the German Federal Ministry for the Environment. Jens also worked as a manager at the economic consultancy ESMT Competition Analysis. He is the

co-author of the *ESMT Innovation Index – Electricity Supply Industry* and of *The Decentralized Energy Revolution – Business Strategies for a New Paradigm*. He graduated with a diploma in energy engineering from TU Berlin and received his PhD from the London Business School. His research focus lies in the analysis of decision making in regulation, competition policy, and innovation, with a special interest in energy and transport. His academic experience includes fellowships at the Kennedy School of Government, Harvard University, and the Florence School of Regulation, European University Institute. Jens is the chairman of the judging committee at the product innovation awards of *European Utility Week* and mentor at Startup Bootcamp Berlin.

LINUS DAHLANDER

is associate professor of strategy and KPMG Chair in Innovation at ESMT.

JOE PEPPARD

is professor and head of the practice group Information and Communications Technologies at ESMT. He is also an adjunct professor at the University of South Australia.

STEPHAN WAGNER

is associate professor of strategy and TUSIAD/TCCI Chair in European Economic Integration at ESMT.

TUITION*

€3,300

Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible.

According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

*Tuition includes all program material, on-campus meals, and selected evening events.

For general terms and conditions go to:
www.esmt.org/gtc

WHO SHOULD ATTEND

Executives from business development, strategy, marketing, and sales who seek to initiate or lead innovation processes, as well as manage new innovation sources and channels within their business.

INDIVIDUAL KEY BENEFITS

Participants will master the fundamentals for successfully initiating and implanting innovation into their organization's DNA. Using experiential exercises, interactive lectures, peer-coaching sessions, and a personal innovation action plan, participants will acquire the necessary toolkit and mindset to achieve new sources of revenue and competitive advantage.

ORGANIZATIONAL BENEFITS

All ESMT programs are practice-oriented. This means that participants profit from the current state of research being applied in business today, research that can be implemented once participants return to their organizations. Furthermore, the programs provide both the participants and their organizations with fresh perspectives and a solid network of global contacts. In addition, each program is an opportunity to promote and retain valuable personnel.

Innovate or die. Today's business landscape is marked by an innovation culture, one that touches upon the most fundamental challenges that every business leader faces. The accelerated pace of globalization requires companies to improve processes, develop new products, and create new lines of business in ever shorter cycles. Disruptive technologies and increasing competition threaten revenue streams from existing lines of business. At the same time, digitalization and new forms of early-stage consumer involvement during the development process offer an unprecedented number of channels for the interaction and exchange of ideas. Yet, as many of the world's most successful companies have learned, innovation is not a product. It is a mindset. Tomorrow's winners will be those who embed innovation thought processes inside their organization's DNA.

Berlin embodies this new thinking. As a hub for the international startup scene, the city is home to an entrepreneurial spirit that fosters innovation in both large and small organizations. It is an environment in which traditional businesses are learning from entrepreneurs about new collaboration and communication models. Building on ESMT's extensive network to move into prolific new ventures, Innovation as a Corporate Model (ICM) breaks the boundaries of classroom teaching with a deep-dive learning experience. Participants will visit new forms of shared working environments. They will speak with startup entrepreneurs and CEOs to gain insights into a new type of competitive mindset. They will acquire tools that enhance creativity and boost innovation inside their own business units. Finally, participants will explore how to steer an organization toward greater agility and reap the benefits of methods such as Design Thinking.

TOPICS INCLUDE

- ✓ Corporate venturing: Transforming traditional businesses
- ✓ Best practices: Creating platforms for internal idea generation
- ✓ Creativity techniques, customer-centric innovation, and Design Thinking
- ✓ Digital innovation
- ✓ Open innovation: Resetting the boundaries of the firm
- ✓ Incubators, accelerators, and co-working spaces – experiencing new forms of innovation
- ✓ Challenges in scaling innovations

METHODS

We have designed an experience-based program for executives. As a result, ICM relies on methods specifically chosen for this group, including business cases, interactive lectures, company visits, discussions with peers and faculty, group work, experiential and action-based learning.

ICM PARTICIPANT GROUPS

REPRESENTATIVE JOB TITLES OF FORMER PARTICIPANTS INCLUDE

Director Sales Steering & Business Development,
Head of Joint Ventures, Head of Strategy and
Architecture, Head of Track & Trace,
Senior Project Manager, Senior Underwriter,
Vice President Marketing Pain Control

COMPANIES REPRESENTED INCLUDE

Allianz, B. Braun, Bayer, CRF Health Box Oy, Deutsche
Bank, E.ON, Lufthansa, MAN

COUNTRIES REPRESENTED INCLUDE

Austria, Bulgaria, Czech Republic, Finland, France,
Germany, Hungary, Italy, Romania, United Kingdom,
United States

POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

The Postgraduate Diploma in Management is a new university-level certificate offered by ESMT. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Management of Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

ICM is part of the cluster Management of Technology and Strategy and counts toward 3 of the 18 days necessary to gain the diploma.



For more information go to:
www.esmt.org/postgraduatediploma



It's inspiring, active, international, tasty,
motivating, encouraging, useful.

*Lorand Heismman, Head of Market Delivery & Operational Set-Up,
Allianz*



ADMISSIONS MANAGER

Our admissions manager, Carina Fechner, will be glad to answer any questions you might have regarding this program.

+49 30 212 31 8049
carina.fechner@esmt.org



PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Renata Nabialek.

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