

# Management Innovation

Invent the future today

Sejper1 innovation invites you in association with CECMI to participate in a workshop on Management Innovation.

This workshop will give you the opportunity to learn how to exploit the innovative potential in building innovative and competitive organizations

The workshop is designed for managers from medium and large sized companies who want to get a head start on building an organization that's truly fit for the future

## What is management innovation and why is it important

Management innovation is not about inventing new processes and products. Management innovation is about a company's ability to effect fundamental changes in its own way of working!

You will learn processes that enable you to rethink and reinvent the management principles of the company, so that they reflect the specific context of your company.

This is where the source of continuous innovation and competitive advantages is to be found. In other words, we are talking about how to create organizations with innovation in their genes.

To be innovative is more important than ever as the competitive landscape changes faster than before due to the technological development, globalization, and liberalization of trade. And now with the financial crises, companies need to realize that they cannot just cut themselves out of the crises, but that there also is a need for innovation and employees who are inspired to innovate.

In order to succeed in this field, you must need to allocate much more attention, time and resources to the development of new management models and practices.

## Who should participate

Executives and specialists working in the following segments should attend: General Management, Sales, Quality, Production, Human Resources, R & D Customer Service, Lean processes, Marketing, Strategy and Finance

We encourage each company to send at more than one participant to the program in order to maximize the group learning experience within your organization (each additional participant can attend for 30 % off)

## Management Innovation

Nothing about our current ways of working is inviolable. That's why managers are always trying new things, different approaches. There are management innovations underway all the time in large organizations. Many fail. Some work. A few make history. The most valuable ones are picked up and diffused across entire industries and countries. Even now, the power of management innovation – and its potential -- continues to amaze us. It is the most overlooked source of competitive advantage

*Dr. Michael Mol  
Management lab*

## Course Management



*Jesper Vej, cand.ling.merc*

To learn more about management innovation visit the following Web-Pages

[www.managementinnovation.cz](http://www.managementinnovation.cz)  
[www.cecmi.org](http://www.cecmi.org)  
[www.managementlab.org](http://www.managementlab.org)

## Management innovation

### The purpose of the Workshop

The Management Innovation workshop is a powerful, practical experience designed to help your company reinvent its management processes. The objective of the Management Innovation workshop is to help your company become a serial “management innovator” – ready to meet the next generation of management challenges head on.

The workshop is a hands-on, team-based event designed to build both individual skills and corporate capabilities. This highly practical workshop will introduce you to a step by- step process for reinventing your company’s management principles and practices and show you how to apply this methodology to your organization’s critical next-generation business challenges. It will also provide you with specific ideas to apply within your own business environment.

The content of the workshop is based on Management labs pioneering methodology to help you and your colleagues challenge management orthodoxies, embrace powerful new management principles and learn from today’s management pioneers.

The program begins with an introduction to the basis principles of management innovation illustrated with cases followed by discussions and exercises.

### The content

This workshop is based on based on his latest research on Management innovation and yet it is a highly-practical workshop,

You will learn how to help your company master the kind of innovation that matters most: management innovation.

Participants will spend the day learning critically important concepts. You will also explore the application of these concepts with the most powerful audience: peers facing similar challenges and opportunities.

After the conference you will be left wit grand breaking ideas and specific tools and procedures for making your organization more innovative

The course is carried out by Sejper1 – a long time and successful an accredited management course provider in Scandinavia drawing on the knowledge of CECMI and its partners such as Copenhagen Business School and Management lab in London.

We invite you to participate in this future-focused, hard-hitting, and ambitious offering designed to produce the maximum amount of learning in the shortest period of time, the workshop will be a hands-on, team-based event that will provide effective solutions to the management challenges facing large corporations. Our goal is not only to share leading-edge ideas and methodologies, but also to provide you and your team with a real-time opportunity to explore the application of those theories

### Learning output

At the end of the Management Innovation workshop you will have a portfolio of perspectives and tools that will help them become serial management innovators within their organizations.

More specific you will

- Know how to identify the make-or-break management challenges that will determine competitive success in the years to come.
- Be inspired by organizations that have brought radial innovation to their management systems
- Be able to identify high-impact opportunities for reinventing management processes in your organization and ways that create competitive advantage.
- Have learned approaches, as well as gained a set of specific tools designed to make your company a continuous management innovator.

### Teaching method

The course is to a great extend participant driven with various hands on exercises combined with theoretical presentations. The exercises are followed by feedback from the instructors. We use the problems and cases from the participants own world as basis for the exercises on the creative techniques – This something that you will be requested to send in advance to the instructors.

### Practical issues

**Language:** This course is available in English

**Duration:** 1 day

**Participants:** Max. 16.

**Date** June 15-16

**Price:** 12.000 inclusive lunch and coffee breaks

**Place:** to be announced (Prague)

### Contact Info and sign up

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### Organizer

**Sejper 1**  
Innovation

In association with

**CECMI**  
Central European Center for  
Management Innovation