

# European Open Innovation Practitioner Program

## Implementing Open Innovation

In collaboration with professor Frank Piller and Professor Werner Vogt, NineSigma offers a unique practitioners program on open innovation. The program helps open innovation leaders to implement open innovation practices and capabilities within their organization, enabling them to boost their productivity of innovation.

## Program objective

The program is a combination of a master class, led by Professors Piller and Vogt together with an additional faculty of experts, and a consortial roadmap initiative that will provide value for the participating open innovation champions and their organizations. Participants will jointly develop a roadmap for implementation of open innovation. With relevant experts from companies active in open innovation, best practices are shared on key subjects using insights from academics, industry, and participating companies.

## Organization

*Academic leadership:* Professor **Frank Piller** / RWTH Aachen

*Industry expertise:* Professor **Werner Vogt**

*Facilitation:* **Rick Wielens**, CEO NineSigma Europe.

## Target audience

The program targets corporate innovators who are actively involved in running Open Innovation practices at multinationals. Time and required capacity for the program is estimated at a total of 4 full days for participants spread out over the year 2013 and 3 online webinar expert panel sessions of 1,5 hour. The webinar sessions will be recorded for participants to be able to revisit the sessions.



**Frank Piller** is a chair professor of management and the director of the Technology & Innovation Management Group at RWTH Aachen University, Germany, one of Europe's leading institutes of technology. He also is a founding faculty member and co-director of the MIT Smart Customization Group at the Massachusetts Institute of Technology, USA.



**Werner Vogt**, is the former board member of the Bosch Siemens Hausgeräte Group as their COO and CTO and is currently honorary professor and chairman of Applied Sciences of the university in Karlsruhe as well as member of the university board of the Ingolstadt University of Applied Sciences.

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## Program and schedule

### Paris session: March 20<sup>th</sup> 2013

#### Open Innovation in the industry and metrics for measuring open innovation

Participants will be interviewed before this session through an intake call to align objectives and to assess the knowledge and experience in open innovation. Objective for the first session is to bring all participants on the same knowledge level and to align content of the overall program with all participants to allow specific focus.

Session 1 will be organized on March 20<sup>th</sup> in Paris. The program starts on the 19<sup>th</sup> of March for a casual meet and greet dinner. The 20<sup>th</sup> of March will be a full day session covering the program initiation and first topics.

- Morning session:
  - 10 minutes presentation by each participant of the current OI structure and programs in their own organization.
  - Master class series lecture by Professor Piller, respectively Professor Vogt. Introduction of Open Innovation practices in different industries and focus around research and industry findings regarding metrics for measuring open innovation, the development of metrics for open innovation and integration into the innovation and business metrics like the business balance score card.
- Afternoon session:
  - Facilitated discussion on business practice for open innovation and innovation metrics at participant organizations.
  - Workshop /teamwork on assignment and presentation of discussion results to the group.
  - Assignment for next meeting and closing of the session

#### Online Session 1: Roles and responsibilities Webinar

April 18<sup>th</sup> 2013 from 16.00h-17.30h

- Introduction into organizational open innovation structures with examples by AkzoNobel and Procter and Gamble.

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## Program and schedule

### Brussels session: May 16<sup>th</sup> 2013

#### Formalization of the organization for Open Innovation

Session 2 will start on the evening of May 15<sup>th</sup> with a social program with dinner and special guest. During the day time session on May 16<sup>th</sup> the topic is around formalization of the organization for Open Innovation.

- Morning session
  - Master class series lecture by professor Piller, respectively professor Vogt, on research and industry findings regarding impact of formal organization structures for open innovation, different roles and responsibilities in open innovation and role and involvement of other functions in the process e.g. legal, HR, IT and purchasing.
- Afternoon session
  - Facilitated discussion on business practice for roles and responsibilities at participant organizations.
  - Workshop /teamwork on assignment and presentation of discussion results to the group.
  - Assignment for next meeting and closing of the session.

#### Online Session 2: Managing Cultural aspects of Open Innovation Webinar

June 6<sup>th</sup> 2013 from 16.00h-17.30h

- Expert panel discussion with amongst others General Motors' former head of R&D Alan Taub (to be confirmed) on managing cultural aspects of open innovation.

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## Program and schedule

# Düsseldorf session: September 19<sup>th</sup> 2013

## Managing cultural aspects of open innovation

Session 3 will start on the evening of September 18<sup>th</sup> with an informal dinner and special guest. During the day time session on September 20<sup>th</sup> the topic is around Managing cultural aspects of open innovation.

- Morning session
  - Master class series lecture by professor Piller, respectively professor Vogt, on research and industry findings regarding managing cultural aspects of open innovation, practice of OI champions, handling mindset of 'not invented here' and organizational resistance, sharing risk and becoming a partner of choice.
- Afternoon session:
  - Discussion on business practice for managing an effective OI culture, experience with open innovation champions in participant organizations.
  - Workshop /teamwork on assignment and presentation of discussion results to the group.
  - Assignment for next meeting and closing of the session.

### **Online Session 3: In-licensing, integration of results and partnering Webinar**

October 23<sup>th</sup> 2013 from 16.00h-17.30h (date to be confirmed)

- Expert panel discussion with Katja vd Wal, senior director Open Innovation at Philips Consumer Lifestyle and John Bell, Head of Strategy & Partnerships of Philips Research on examples of in-licensing, integration of open innovation results and partnering managing cultural aspects of open innovation.

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## Program and schedule

# Eindhoven session: November 14<sup>th</sup> 2013

## Key processes and systems for open innovation

The final session of the cycle will start on the evening of November 13<sup>th</sup> on the site of the former Philips Laboratories at the High Tech Campus in Eindhoven. The evening program will include an introduction and tour by Philips research around the High Tech Campus. The topic for the day time session on the 14<sup>th</sup> of November is around key processes and systems for open innovation.

- Morning session
  - Master class series lecture by professor Piller, respectively professor Vogt on research and industry findings regarding key processes and systems for open innovation, integration into existing product creation processes and the impact of intermediaries, examples and best practices.
- Afternoon session:
  - Facilitated discussion on business practices for OI processes and systems, current usage of collaboration systems, internal problem broadcasting and platforms like Jive.

### Deliverable

The deliverable for each individual participant is to create as conclusion of the program an open innovation roadmap document. This is the specific roadmap for their own organization and will focus on a meaningful integration of the open innovation tools into the innovation strategy and processes.

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## **Ethical chart**

The program will provide a veto option in case direct competitors want to join the program for participating organizations to enable open sharing of learnings from open innovation processes (first come first serve). Confidentiality and safe environment for sharing is ensured through the ethical chart and rules governing information exchange.

## **Registration fee for participants**

The fee for the full 1 year program is €6900,-. The fee is due at the start of the program and includes all materials and training related expenses. Travel expenses for the participants are not included in the program fee. Per registration, maximum 2 participants can join the program but colleagues can replace each other if needed. For further details and a registration form please contact Mrs. Diane Schepers at NineSigma Leuven:

### **Diane Schepers**

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