

# From Idea to Disruptive Innovations

## Intensive Online-Course with 3 Webinars

How ideas can be developed and what are the main steps to disruptive innovations? How collaboration with customers and employees can support the creation of disruptive ideas? What kind of business model is the best one to position disruptive products and services in the market? These and other questions for successful idea & innovation management are discussed in the seminar. Further, the concept for Integrated Management and Leadership IMLead® is presented as a framework to develop disruptive innovations in a structured way.

On the basis of best practice cases, participants will receive a specific and practical insight for planning, implementation and evaluation of idea & innovation management within the organisation.

### About the Expert

Bertram Lohmüller was born in 1963 in Tübingen (Germany). For his first degree he studied civil engineering at Stuttgart University. His second degree – a master degree in International Marketing – made Bertram at Reutlingen University. In his first job he worked for 7 years in the construction industry in the areas innovation management and project management. Parallel to his work in industry he made his PhD at Cranfield School of Management (UK) with a thesis about the key drivers of product innovation in German manufacturing industry.

He is managing partner at Export-Akademie Baden-Württemberg and professor for innovation management & leadership at Steinbeis University Berlin | SGIT Steinbeis Global Institute Tübingen. Currently, he is building up so called centres of excellence for green technologies and market development in Argentina, India, Russia, South Africa. The main issue of these centres is to support companies for doing business with Germany and European countries. Framework for managing international business successfully is the concept Integrated Management & Leadership IMLead®. Based on this concept many companies are consulted so far to improve their marketing and sales performance and to enter the German and other international markets successfully. Over the last 20 years more than 2000 top-managers from all over the world were trained by Bertram Lohmüller.



*For detailed information please contact Ms. Cornelia Röhm*

### Contact and Registration

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## From Idea to Disruptive Innovations

- Content:**
- Characteristics of innovation
  - The process from idea to innovation
  - The seven main mistakes in innovation management
  - Design thinking
  - Individual work/group work with presentation of the results
  - The IMLead® concept (for managing ideas and innovations successfully)
  - Discussion

- Goals:**
- Getting insights into the characteristics of idea & innovation management
  - Knowing the steps to transform ideas into innovations
  - Getting insights into design thinking
  - Learning the seven elements of the IMLead® concept and link them with key aspects for idea & innovation management

- Method:** **Online Training**
- Registration on the learning platform eabwlearn.org
  - Preparation with handouts provided on the learning platform <https://eabwlearn.de>
  - 3 webinars with 1,5 hours duration
  - Examples from industry and checklists
  - Discussion

- Target Group:**
- Middle and top management

- Date:** 16:00-17:30 hours (Berlin time) on following days
- Webinar 1, Wednesday 17<sup>th</sup> June 2020
  - Webinar 2, Thursday 18<sup>th</sup> June 2020
  - Webinar3, Friday 19<sup>th</sup> June 2020

**Language:** English

**Expert:** Prof. Dr. Bertram Lohmüller, Export-Akademie Baden-Württemberg

**Place:** Online | Computer with latest internet browser is required

**Price:** 210.- Euro per person (net price for companies) | for private persons +19% VAT

**Registration:** Further information and registration: <https://eabw.org>

**Certificate:** Certificate of participation from Export-Akademie Baden-Württemberg

