

Innovation project manager



MPGP-35 2 Days (14 Hours)

Description

The mission of the innovation project manager is to transform the strategic challenges of his company or organization into original ideas then into concrete concepts, to demonstrate their feasibility, and to define the means necessary for their development. Whatever the field of innovation (new products, new services, new organization, new marketing method, etc.) the innovation project manager must implement a structured approach while allowing creativity to flourish. The innovation project manager must also convince decision-makers of the merits of the proposed innovation and overcome the apprehensions inherent to this type of project. As a true conductor of innovation within his organization, he must convince and bring together the key skills of innovation in a transversal mode of operation.

Who is this training for ?

For whom

Anyone in charge of an innovation project. Manager responsible for implementing and leading Innovation. New product/service development project manager. R&D manager, marketing manager. Marketing product manager, sales manager, sales director.

Prerequisites

Aucune

Training objectives

- Lead an innovation project, from intention to implementation.
- Surround yourself with a tailor-made team.
- Convince stakeholders and overcome reluctance.
- Create a climate favorable to innovation.

Training program

Repérer vos champs d'innovation et préparer votre feuille de route

- Analyze your environment through active monitoring.
- Transform intentions into concrete innovation objectives.
- Define and mark out your innovation journey.

Fédérer une équipe transversale autour du projet d'innovation Constituer une équipe projet sur mesure.

- Identify the profiles of innovators in your team.
- Adopt behaviors favorable to innovation.
- Use levers to remove resistance.

4Animer une séance de créativité Découvrir 3 principes clés de la créativité. S'échauffer. Poser le problème.

- Practice idea generation tools.
- Sort and select ideas.

3Concrétiser les idées en solutions innovantes

- Transform ideas into winning concepts.
- Make your concepts a reality.
- Analyze the desirability and feasibility of the concepts.
- Prepare the development of the concept.

Convaincre les parties prenantes du projet

- Identify stakeholder issues.
- Communicate about your project.
- Encourage the decision to launch development.

Activité à distance

- To practice on topics covered in training: an e-learning module 'Leading a brainstorming'.