Harnessing Open Innovation in Business Online Program

Unlocking Open Ecosystems for Problem Solving and Innovation

Program starts 12 August 2021
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OVERVIEW
The belief that Innovation can be successfully performed solely by a group of experts locked away in a company’s R&D Lab has long been disproven. Open Innovation has developed from an emerging practice by a few pioneering companies in the early 2000s into an established approach for Innovation Management. Today, Open Innovation has matured into a repeatable, scalable, and reliable approach for integrating and collaborating knowledge and ideas from a wide variety of people outside organizations—including customers, suppliers, competitors, the academe, technologists, and others.

Open Innovation offers a varied set of unique methods and practices which support organizations to identify and integrate relevant external ideas and knowledge. By tapping into the collective brainpower of external crowds, companies can solve problems and generate ideas beyond their default approaches, allowing them to overcome the negative biases of conventionally closed approaches to Innovation and overcome industry blindness.

This program aims to equip Business Owners, HR and technology leaders, executives, managers, and practitioners with the needed frameworks, principles, methods, and approaches to jumpstart, lead and establish an Open Innovation Program for their organization. The program builds on the OI concepts with hands-on exercises designed to build the practical skills needed to successfully design, develop and execute Open Innovation Challenges that build and tap open ecosystems for knowledge exchange, complex business problem-solving, idea generation, product development, and others.

PROGRAM OBJECTIVES
• Gain a fundamental understanding of Open Innovation as an approach to bring external knowledge, ideas, and solutions to an organization
• Understand the benefits of Open Innovation and what differentiates it from other Innovation Management approaches
• Learn how to select and adopt the appropriate type of Open Innovation and the right methods given the organization’s objectives
• Understand the needed organizational structures and roles to implement an OI Program
• Learn about various Open Innovation Platforms and Accelerators that can be leveraged to implement an OI Program successfully
• Obtain a working knowledge of OI Challenge Design, Development, and Execution
• Master the fundamental principles and approaches for Community Management

PROGRAM SCHEDULE
August 12, 17, 19, 24, 26, 2021
8:30 AM to 12:00 PM (GMT+08) on all dates

PROGRAM FORMAT
Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE
PHP 25,000.00 or USD 500.00
*Based on USD 1 =PHP 50. The prevailing exchange rate at the date of payment may apply.

YOUR PROGRAM FACULTY
Bryan Joseph Q. Santiago
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit https://go.aim.edu/seellinquiries
WHAT YOU WILL LEARN

• Open Innovation Fundamentals
• Types of Open Innovation
• Open Innovation Methods
• OI Structures and Roles
• OI Platforms and Accelerators
• Overcoming Challenges in Open Innovation
• Innovation Challenge Design, Development, and Execution
• Approaches for Gating and Innovation Funnel Management
• Evaluation Methods
• Workshop Facilitation
• Community Management Fundamentals and Principles
• Community Development
• Measuring Value Creation

KEY BENEFITS

• Build the skills needed to successfully pilot and manage an Open Innovation Program for your organization
• Create the needed mindset shifts towards openness and collaboration and overcome the “not-invented-here” syndrome
• Master the art of Challenge Design, Development, and Execution to harness external crowds and communities’ power to understand market needs, develop or improve products and services, or solve wicked problems.
• Become a skilled OI Practitioner—Innovation, Challenge, or Community Manager and Coach.

WHO SHOULD ATTEND

This program is recommended for Business Owners, HR, and Technology Leaders, Executives, Managers, and Practitioners seeking to:

• Introduce and establish Innovation Programs to help enable their businesses to keep up with the massive shifts and disruptions across industries
• Revitalize and re-energize existing or past innovation efforts in their organization
• Create a customer-focused, externally-facing, open, and collaborative culture within their teams

https://go.aim.edu/seellprogramcalendar

FOR INQUIRIES:
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Learning Content

The first two days of the program will cover the fundamental concepts, followed by two days of practical discussions and hands-on exercises on Open Innovation Challenge Design and Development. These are also supplemented by a focus on Community Management on the last day.

Day 1
Introduction
- What is Open Innovation?
- Open vs Closed Innovation
- Benefits of Open Innovation
- Challenges of Open Innovation

Day 2
OI Approaches
- Types of Open Innovation
- OI Methods
- OI Structures and Roles
- OI Platforms and Accelerators

Day 3
OI in Practice I
- Challenge Design and Development
- Challenge Selection and Definition
- Workshop Facilitation
- Challenge Briefs and Communication

Day 4
OI in Practice II
- Creating Engagement
- Gating and Funnels
- Evaluation Methods
- Transitioning to Implementation

Day 5
Community Management
- Fundamental Elements
- Community Management Principles
- Stages of Community Development
- Measuring Value Creation
Your Program Faculty

Bryan Joseph Q. Santiago  
Adjunct Faculty  
Asian Institute of Management

Bryan is an Innovation, Agile, and Design Thinking Consultant with over 16 years of experience working with Fortune 500 companies, Non-profit NGOs, and local companies. Most recently, Bryan was the Innovation Officer at the ABS-CBN Corporation and Head of Special Projects at Sky Cable Corporation. Before this, he led the Innovation Consulting Capability at Hewlett-Packard Enterprise.

He is a certified Scaled Agile Framework Agilist and Design Thinking Facilitator. He completed his Bachelor of Science in Management Information Systems at the Ateneo de Manila University.