

Identification of resources and innovative use of opportunities

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Tuesday, 31 January 2012 09:06 - Last Updated Tuesday, 31 January 2012 09:18

Objective: To Identify 27 types of resources, classify them, and combine their use to create and pursue opportunities towards innovation

Key Competences: Understanding, creating, and implementing internet marketing strategy.

Indicative Needs / Tasks:

Target Group: Managers in (Innovative) Companies, Innovative teams, students

Outcomes: Upon completion of the training each person will be able to:

Indicative Content: Innovation. Understanding the sources of innovation and methods to achieve it in a systematic way. What are the resources: forces, energy, substances, financial, organizational, human, spatial, knowledge, geographical, premises, contacts, transport, tradition, brand name, IPR protection, etc. 27 types of resources: before/now/future vs. harmful/neutral/useful vs. super system/ system/subsystem. Identify your resources. Methods of innovative thinking. 40 Methods of combining and using resources. Identify your frame problem. Use your resources to create elements of the innovative solution. Redefine your problem(s). Combine elements of the innovative solution into holistic innovation as a solution to identified problems.

Duration: 2 days (from 10 am till 5 pm)

Language: Serbian, English

Keywords: Innovation, Creative thinking, Resources, Combination

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Training Code: UNESCO_006