Leadership For Growth- Partnering for Growth Phase 3
Onsite – 40 Hours – Optimum Class Size: 5-10 Participants

Training Description

This series of trainings is designed to provide the management team with the knowledge and skills necessary to build and implement an actionable and comprehensive innovation driven business growth program based on the principles of Smart Manufacturing. This program is focused on the advanced skills, as well as the procedures and discipline to operationalize this framework to maximize business results and to develop a robust innovation pipeline based on customer's latent business needs. Most importantly, this series of trainings will help the management team to have a clear view of their opportunities to create superior enterprise value in the business.

Participants will be trained on best practices in establishing, implementing, and maintaining an Integrated Growth Framework, which will provide financial, economic, and reputable benefits to the organization. The principal focus will be on sustained success in satisfying the needs and expectations of the organization's stakeholders over the multi-year planning horizon. This training is delivered onsite and is intended for management.

Training Objective

This Phase 3 Training will focus on the mapping of key "beachhead" markets where current and future product capabilities can deliver differentiated competitive advantage. This will entail identification of high value / underserved markets where the key capabilities of the core technology and products lead to a differentiated value proposition. Further, the identification and engagement of well positioned enterprises current serving the target market and having a well-established customer base. Finally, the development of the business proposal for co-development and marketing of innovative solutions and business models for joint execution with the identified co-development partner.

Skill Attainment

Participants will learn to:

- Identify and map "beachhead" markets and key market participants
- Participate in standard industry practices related to open innovation
- Develop and manage a pipeline of open innovation opportunities
- Identify and engage high value / underserved markets leveraging key core technology / products
- Identify and engage target potential partners for co-development
- Development of high value business cases for co-development
- Value proposition development
- Opportunity assessment and dimensioning
- Economic business modeling
- Business structures and frameworks (contracts) for co-development
- Monetization models

- Commercial frameworks
- Licensing and Royalties
- Follow-on process for execution and management of partnering opportunities