



TRAINING - ONLINE

**CERTIFIED** INNOVATION MANAGER (CIM)



In cooperation with:



UNIVERSITÄT  
LEIPZIG



## OUR MISSION

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At **CONOSCOPE GmbH**, we are committed to advancing innovation in small and medium-sized enterprises (SMEs), regionally and globally. Our mission is to empower entrepreneurs, managers, and organizations with the tools and knowledge they need to develop and implement innovative solutions for sustainable growth.

Because of our location in Germany, we have permanently the opportunity to learn from **successful German SMEs** and to analyze in detail their best practices and winning experiences, as well as those of the institutions that foster and promote them. For these reasons, all our training programs are based on the patterns of the outstanding German SMEs and the measures that have been successfully applied to promote them.

As a co-founder of the **Intelligence for Innovation (iN4iN)** network, we work in close cooperation with the **SEPT Competence Center at Leipzig University** to design and deliver practical, impact-oriented training and advisory services tailored to the needs of SMEs. In past two decades, we have conducted more than **100 training programs in over 30 countries**, always with the same goal:

***“To transfer know-how that enables our partners around the world to promote innovation and strengthen the competitiveness of SMEs.”***



## “LEARNING AS A DYNAMIC PROCESS”

### OUR APPROACH

Our **constructivist methodology**, allows you to become active agents in the learning process, through the application of concepts and tools that allow them to build and adapt their own strategies continuously.

In this way, we encourage the interaction of participants not only with our consulting team, but also among themselves, in order to form a network of experts from different areas and contexts, which leads to the discussion of relevant issues to address comprehensively the current market demands.

We accompany the training with individual coaching sessions, which are essential for developing your innovation project either **to innovate in your product or service**, or to **design an innovation management system** for your organization.

# TRAINING CONCEPT

The main purpose of the CIM training is to introduce you different concepts and tools in the field of innovation management and their applications on fostering innovation in your organizations. This training has been designed for managers in the private sector.

## **Part 1: Innovative Product/Service Design**

- Session 1: Understanding Customer Demand (4 hours)
- Session 2: Creating Solutions through Systematic or Creative Approaches (4 hours)

## **Part 2: Innovation System Development**

- Session 3: Developing Innovation Management Strategy and System (4 hours)
- Session 4: Building Innovation Management Organization and Culture (4 hours)

## **Part 3: Project Coaching**

- Session 5: Designing an innovation project in your organization (1 hour)
- Session 6 : Final project presentation and feedback (1 hour)

The content of CIM training aims to prepare you to implement ISO 56000 standards in your organization and maintain and improve innovation management systems.

# PROFILE OF THE TRAINERS

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## **PROF. DR. UTZ DORNBERGER**

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Utz is the Co-Founder of CONOSCOPE GmbH. He has international experience in 5 continents and over 50 countries. He is also the Director of the SEPT Competence Center at Leipzig University. His academic and professional focus is on innovation and entrepreneurship management.



## **DR. ALIREZA ANSARI**

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Alireza is a project manager and consultant at CONOSCOPE GmbH and a coordinator of Process Living Lab at Leipzig University. He is active as an international coach and a consultant in the field of innovation management and process optimization.



## **WOJTEK ROSKIEWICZ**

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Wojtek is a consultant at CONOSCOPE GmbH. He has practical experience at the science and business interface through employment at Fraunhofer-Society, in business consulting, own business projects as well as projects with other companies from different countries in the field: innovation management, business development, market due diligence.



## **ALFREDO SUVELZA**

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He earned the MBA in Small and Medium Enterprise Development at Leipzig University, Germany. His activities include training and coaching projects in the field of innovation management and promotion, areas in which he operates as a private international consultant and coach as well.



## ADDITIONAL INFORMATION

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### PLACE

The training course can be implemented **online**.



### LANGUAGE OF INSTRUCTION

The training course will be held in **English**.



### DURATION & PARTICIPANTS

The training course is planned for totally **16 hours of training** and **2 hours of individual coaching**.



### CERTIFICATE

Successful participants will obtain a training certificate issued jointly by CONOSCOPE GmbH and Leipzig University.



### **Contact Person**

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