



**SHANGHAI INNOVA**  
**MANAGEMENT INSTITUTE**

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**Executives of all Levels / General Managers / HR Managers**

Dear Madam or Sir,

the Shanghai INNOVA Management Institute is pleased to present the upcoming public seminar:

**"INNOVATION LEADERSHIP  
– THE NEXT BIG THING"**

**A Two-Day Executive Workshop on Innovation & Leadership**

**October 13-14, 2009, Sofitel Hyland Shanghai**

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**Is innovation a core value to your corporation and is innovation leadership part of your corporate vision? If yes, you should join this workshop and learn how to move your company further in the direction of innovation leadership.**

From standardization of processes to incremental improvements to real innovation – China operations need to take the next big leap towards higher innovation capacity to stay ahead of competition and to compensate for increasing income levels.

For a leader, to develop and form teams and companies in China which embrace an innovation culture is quite a challenge. By following a systematic approach however leaders can support and

speed up this process significantly.

**If you want to become an innovative leader who is able to develop his own innovation capacity and the innovation capacity of individuals, innovation teams and whole organizations, this workshop is a unique opportunity for you.**

**This workshop includes a valuable psychometric assessment, Creatrix, to help participants understand their individual innovative leadership profile.**

**This two-day workshop will provide you with a proven roadmap of building innovation capacity within teams and corporations and introduces all the necessary steps and tools to apply. It is facilitated by Hans-Harry Bittner, an international expert in innovative leadership who has worked as consultant and trainer on innovative leadership for major European corporations.**

**What can you expect of this workshop?**

**1) You will create an innovative vision for your own situation.** What is the next big thing me or my organization needs to do or become? What must we be able to do to surprise our competition? What would our customers go wild over? What kind of company would make our employees feel inspired and challenged?

**2) You will develop your own innovative capacity.** Innovative leaders are constantly inventorying themselves: Who am I and what do I represent? How do my actions impact others? What insights or perspectives do I need to share more often with others? What could I do to encourage more risk taking and creativity in my area of responsibility?

**3) You will learn how to sponsor innovation teams.** The innovative leader knows that it takes diversity, a variety of opinions and perspectives, to make innovation happen. Different orientations together create different solutions.

**4) You will learn how to build an innovative culture** that supports flexibility and going after hunches and is tolerant of failures to make innovation possible.

**5) You will design a roadmap for your personal development process**, using following pattern:

- a) Aim Create a clear AIM — innovation for what purpose?
- b) Assess Assemble the right team and then understand the unique perspectives each one adds
- c) Activate Generate ideas using creativity and risk-taking methods
- d) Apply Develop and implement new ideas
- e) Accelerate Reward and recognize success and failures

**6) You will learn how to use the seven drivers of creativity, risk taking and innovation.**

**7) You will be able to develop other persons, teams and organizations innovation capacity.**

创新是您公司的核心价值吗？创新是您公司愿景下领导力部分吗？假如是，您应该参加此培训，从而学会在创新领导力下如何让您的公司走的更远。

从过程标准化到增加改善，再到真正的创新 - 中国运营需要接下来朝着更高的创新能力来一次大的跳跃，从而能够站在竞争的前沿，改善增加收入的水平。

作为一个领导，在中国发展和组成团队和公司，使它们拥有一个创新的文化具有相当大的挑战。然而通过一个系统的方法，领导们能显著地支持和加速这个过程。

这两天的学习能提供给您一个被证明有效的路径，在您的团队和公司中建立起创新能力，同时介绍所有必要的步骤和工具来运用。这个培训由 Hans-Harry Bittner 先生来执行，他是一位创新领导力方面的国际专家，曾经作为创新领导力的咨询师和培训师，主要服务于很多的欧洲集团公司。

如果您想成为一位创新领导人来发展自己的创新能力和个人的创新能力，创新的团队和整个组织，那么这个培训对您来讲是个非常独特的机会。

1) 您将为按照您的情况建立一个创新愿景。接下来我和我的组织需要去做什么和成为什么？我们必须能做什么使我们惊讶于自己的竞争力？我们的客户应该强烈转变什么？哪一种公司能使员工感到被激励和挑战？

- 2) 您将发展自己的创新能力。创新领导们一直在盘问自己：我是谁，我代表什么？我的行为如何影响他人？我需要常常和他人分享什么见识和观点？在我的责任内能做什么去鼓励更多地接受风险和创造力。
  - 3) 您将学到如何发起创新团队。创新领导人知道创新的发生有其多样性和不同的观点看法。不同的定位将创造不同的解决放案。
  - 4) 您将学会如何建立一个创新文化即支持机动性，追求灵感，同时允许失败，使得创新变得更可能。
  - 5) 您将为您个人发展过程来设计一个路径，用到以下模板：
    - 目标：建立清晰目标：创新的目的
    - 评估：集合合适的团队，然后理解评估每个成员加入的独特观点
    - 激励：用创造力和风险承受方法来发动思维
    - 运用：发展和执行新思想
    - 加速：奖励和认可成败
  - 6) 您将学到如何用到创造力，风险承受和创新的 7 个驱动器。
  - 7) 您将能发展他人，团队和组织的创新能力。
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## **COURSE AGENDA**

### **DAY ONE**

#### **Introduction to Innovative Leadership style**

Assessment of creativity, risk taking and innovation  
Leadership styles, models for authority, responsibility and power

#### **Innovation Theory, Background, and Model**

The Innovation Equation  
Individual Process: Aim, Assess, Activate and Apply  
The Creatrix Inventory and the Orientations

Inside Out Orientation Role Play  
Reviewing Personal Assessment Results

#### **The Seven Drivers of Creativity and Risk Taking**

#### **Reframing and Challenging Paradigms**

Exercises  
Video

## **DAY TWO**

### **Accelerating Innovation in your System**

Develop your vision  
Reflections on Individual Drivers  
Reflections on Organization's Drivers  
Activate your driver  
Energy Roadmap and Communication planning  
7 Sources of Power and Influence  
Personal and Organizational Implementing and Executing

### **Transfer to Teams & Organizations**

Feedback and Change Management  
Sustainable Action points and monitoring of Learnings

### **Creatrix Systems & Resources**

Final Q & A

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## **THE COURSE FACULTY**

### **HANS-HARRY BITTNER**

Hans-Harry Bittner is an expert in innovation and leadership and works as consultant and trainer for major European corporations. After twelve years as a manager in various industries, Mr Bittner founded his own company, Bittner International Training in 1993. To the customer base he has developed over the years belong well known corporations as AVON Cosmetics, Averion, BDT, Bertelsmann, BMW, Brose, Claas, Dr. August Oetker KG, F. Hoffmann-La Roche, Freudenberg, Harmonic Drive AG, Henkel, Ingersoll, Porsche, Schaeffler, Siemens and Würth. Mr Bittner applies the Creatrix assessment and coaching tool for achieving a higher degree of innovation capacity with his clients. His advice is recognized and appreciated in all fields of innovation, leadership, and corporate development. With the help of 20 other Creatrix consultants he boosts the innovative capacity, creativity and risk taking of people, teams and organizations worldwide.

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Number of attendees is limited to 8 persons to facilitate discussion and exchange of experiences.

**Fee is only RMB 9.500,- for two days of training including assessment, workshop documentation, luncheon and coffee breaks.**

Seminar language is English.

To **REGISTER**, simply send an email to [info@innova-institute.com.cn](mailto:info@innova-institute.com.cn) indicating your name, company, position and contact details.

For further information please phone (021) 6225 0477, 5169 7601 or 5108 8670 or send an email to [info@innova-institute.com.cn](mailto:info@innova-institute.com.cn).

We are glad to welcome you at this extraordinary event !

Best regards

Dr. Laurenz Awater

**Shanghai INNOVA Management Institute**