



STRATEGIC ORGANISATION OF INNOVATION UNDER UNCERTAINTY

Which idea shall survive?

Firms generate lots of ideas. Bringing them to fruition in a world of uncertainty, however, requires skills and expertise. The dilemma: An idea pursued could fail, and an idea not pursued could be a winner for a competitor. Moreover, innovation resources are scarce, staff wants to be motivated, and strategic controllers have to plan. The course reveals how to best reconcile these and more competing demands and quickly moves from the established wisdom of stage-gate processes to the novel capabilities required for succeeding in a fast-changing innovation landscape.

Content

- Evaluate and manage uncertain business propositions
- Learn to appreciate types of risk and use it to advantage
- Apply an options logic to resource allocation in the innovation portfolio
- Design incentive systems compatible with innovation uncertainty
- Build capabilities for project discontinuations, recycling, and learning

Target group		Course duration	Focus	Registration
Managers, Directors		1 day (9.30 a.m. – 5.30 p.m.)	<ul style="list-style-type: none"> Leadership Strategy 	Registration and more information: Tel.: +49 69 154008-280 E-Mail: lsi@fs.de www.fs.de/lsi-207
Method	Price	Dates	Innovation	
Presentation and case studies	1.490 Euro	08.10.2018	General Management	
			Advanced Management	

Expert

Professor Dr. Ronald Klingebiel

is Professor of Strategy at Frankfurt School of Finance & Management. He has held previous positions at Warwick, Duke, MIT, Columbia, and Cambridge. Building on a background in strategy consulting, he frequently works with technology firms, including device manufacturers as well as software and service providers. His research on managing innovation as a dynamic portfolio of options has been supported by grants from the UK Economic and Social Research Council and the European SEEK Programme. You can find his writing on technology strategy at Forbes, Harvard Business Review, and The Conversation. He has also featured on the BBC, Guardian, Wall Street Journal, Business Week, Bloomberg, Le Monde, El País, Handelsblatt, and other media outlets.

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Registration

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Further information at:
www.fs.de/lsi