

HOW FINANCE CAN ACCELERATE INNOVATION

Learn from experienced practitioners how to accelerate the innovation potential of your organization and sharpen your skills to innovate during this two-day intensive training program. You don't only bring the finance function in an improved business partner situation, you also develop the skills to innovate within the finance function yourself.

THIS MODULE CAN BE FOLLOWED **STAND ALONE** AND IS A MANDATORY MODULE OF **THE EXECUTIVE MASTER IN FINANCE**

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Learning objective



Within the constantly evolving business ecosystem, it is essential to understand your organization's innovation potential. How do you identify strategic opportunities and develop breakthrough business ideas? How to turn ideas into attractive product and service concepts? Disruption is the new normal and the speed with which changes take effect is increasing daily. How does your company stay competitive in such circumstances? By innovating at a rapid pace and by searching for and implementing new business ideas. As a CFO, you're wondering how to approach the process to improve long-term performance?

This training gives you the insights and tools to manage, adjust, develop and implement effective innovation processes. You will also learn more about how you can best tackle culture innovation within your company. You get access to recognized techniques to create value adding business concepts. Effective innovation requires entrepreneurial and creative skills, an innovation toolset and solid knowledge on innovation management. After all, innovation is a process that must be managed properly to create growth and profitability.

- Identify the mechanisms that lead to transformation and disruption
- Learn to anticipate changes within and outside your company
- Be inspired to develop your own vision of innovation
- Formulate an action plan to innovate the core business
- Find the balance between internal and external or open innovation
- What mindset and skills are expected from an innovation leader?



SERGIO BARBARINO

Sergio Barbarino is an R&D Research Fellow at the Procter & Gamble Brussels Innovation Center where he leads the P&G C+D (open innovation) team. Sergio is also the Chairperson of ALICE, the EU Innovation Platform for Logistic aimed at realizing the Physical Internet. He is visiting professor at the Ecole des Mines de Paris, the City University of London, Laval University Quebec, Solvay Brussels School, Georgiatech and Purdue

Content

DAY 1

Overview of key innovation concepts

What are the different types of innovation? Their business meaning and impact on organization/implementation.

How to identify strategic opportunities?

Key top-down concepts and thinking frameworks to identify strategic innovation directions and search for opportunities.

Generate ideas with brainstorming techniques

We teach methodologies to stimulate creativity. Which intrapreneurial processes can you set up to capture disruptive ideas outside of the core business? What can you learn from outside-in innovation? How can you use hackathons, incubators & accelerators, innovation boot camps and corporate venturing?

How to deal with the “Valley of Death”?

Any reliable financial forecast will almost invariably predict negative returns of any good innovative idea.

Public funding

How can public funding help address the innovation financial risk?

DAY 2

How to innovate sustainably and profitably

Should sustainability be the key driver of innovation? How to guarantee that focussing on sustainability will not only add costs but will also yield benefits

Choose and implement

It is often impossible to get started with all opportunities. We therefore learn to recognize the potential of opportunities and to make a choice. Last but not least, we also learn how to develop an opportunity up to the strategy level

- How to implement an innovation strategy
- How to define, set up and use an innovation budget?
- How do you manage the “speedy back-end” and “fuzzy front-end” of the innovation process?
- Which methodology can promote the success of new product development?
- Creating an innovation culture: how do you create the willingness and ability to become an innovation leader in the sector as an organization?
- How to lead and inspire in your ecosystem?

INSPIRATION FROM PRACTICE

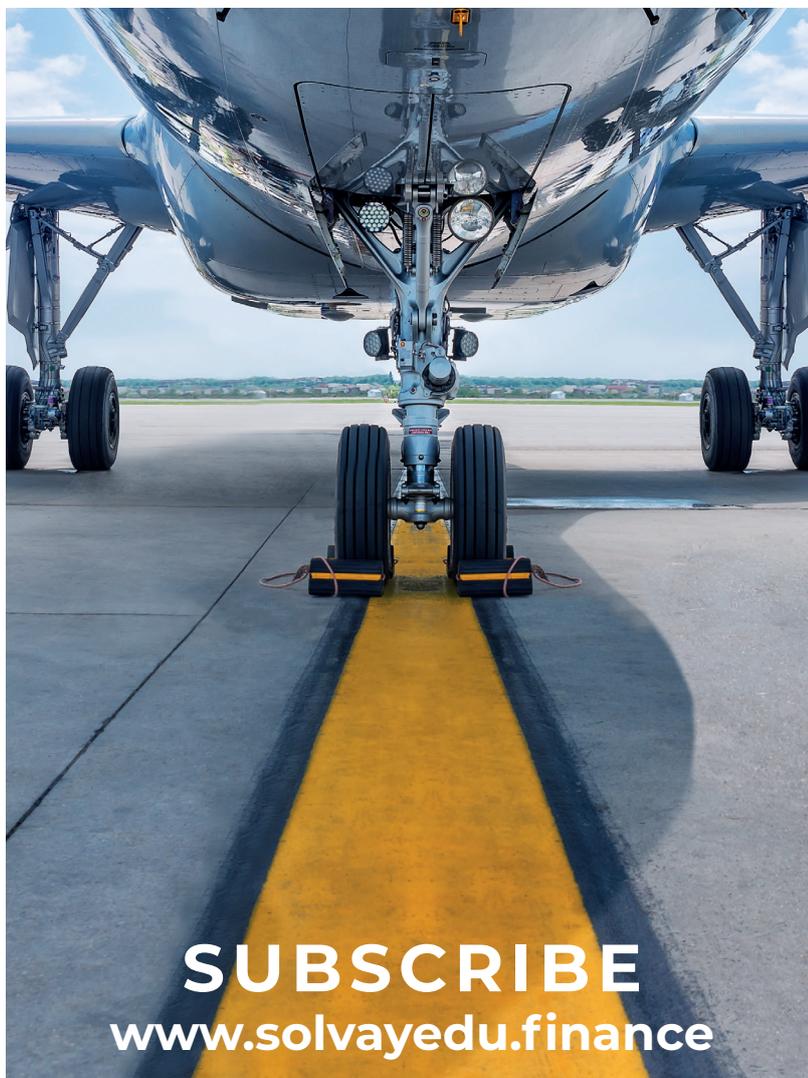
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Practicalities

TIP

- Combine this module with 'Digital Finance', 'Leadership' and 'High Performance Finance Organization' and become the leader of the digital transformation in your company.
- Combine this module with 'Managing value and growth' and you have all the knowledge to implement the growth strategy of your company



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PRICING

1.650 euro, excl VAT

Also check our other price formulas:

► EMF

This module is a mandatory part of the Executive Master in Finance program. The program contains 15 modules and prepares participants to take a leading finance function in their company.

- in 1 period (15 months): € 16.000

- spread over a period of 3 years:

€ 18.000

► Five Module package

7.500 euro / 5x2 modules of your choice

► Incompany

This training personalized as part of your in company: good idea! Call us .

VENUE

**Solvay Brussels School
Franklin Rooseveltlaan 42
1050 Brussels**

The Solvay building is located in the green heart of Brussels, on the edge of the beautiful Ter Kameren forest and a 15-minute walk (or 5 minutes by public transport) from the bustling center of Brussels.

If desired, there are numerous accommodation options (hotels and (air) bnb) in the neighborhood and in the center of the city.

Need help?

Do not hesitate to contact us.