



**IMP<sup>3</sup>rove**

**academy**

# **Innovation management for students: offering innovative courses, developing talent, and supporting companies in your network**

*Overview on available student programme “IMP<sup>3</sup>rove for students”  
2016*

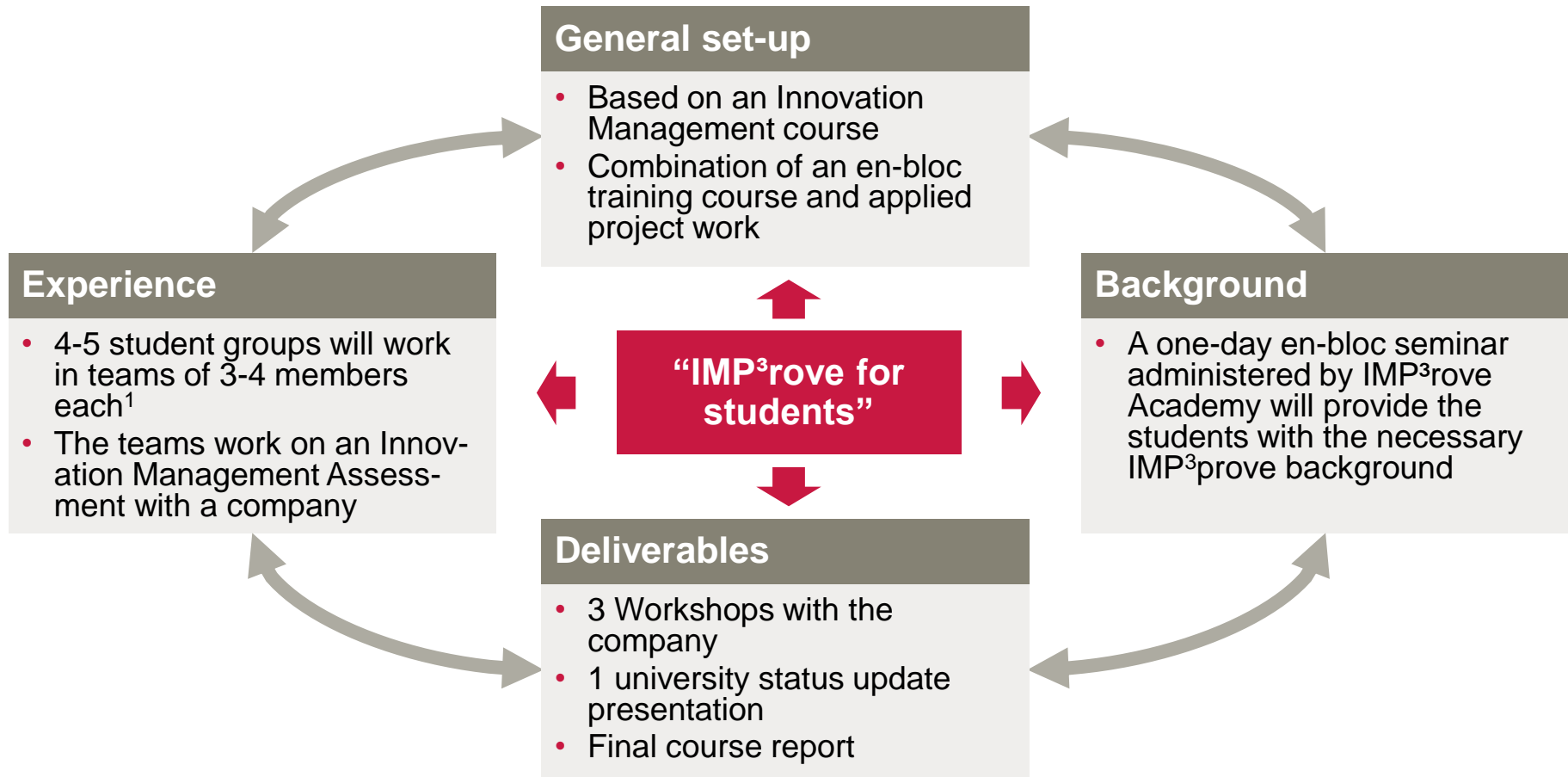
# The students' IMP<sup>3</sup>rove experience is structured in six phases

## IMP<sup>3</sup>rove process

	Training	Preparation workshop	Benchmarking workshop	Status update	Feedback workshop	Final report
Objective(s)	<ul style="list-style-type: none"> <li>• Teach the methodology</li> <li>• Describe the tasks/phases that are to be completed</li> </ul>	<ul style="list-style-type: none"> <li>• Set the frame with company</li> <li>• Define the relevant benchmark</li> </ul>	<ul style="list-style-type: none"> <li>• Complete benchmarking questionnaire</li> <li>• Generate IMP<sup>3</sup>rove benchmarking report</li> </ul>	<ul style="list-style-type: none"> <li>• Review progress</li> <li>• Facilitate analysis of the IMP<sup>3</sup>rove benchmarking report</li> </ul>	<ul style="list-style-type: none"> <li>• Provide recommendations to company</li> <li>• Receive feedback from company</li> </ul>	<ul style="list-style-type: none"> <li>• Provide final recom.s to company</li> <li>• Reflect on learnings/ demonstrate understanding</li> </ul>
Effort	<ul style="list-style-type: none"> <li>• En-bloc seminar: 6-8 hours</li> </ul>	<ul style="list-style-type: none"> <li>• Workshop: 1,5-2 hours</li> </ul>	<ul style="list-style-type: none"> <li>• Workshop: 3 hours</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation: 10-15 min.</li> </ul>	<ul style="list-style-type: none"> <li>• Workshop: 1,5-2 hours</li> </ul>	<ul style="list-style-type: none"> <li>• Report: tbd. by faculty (e.g. 12-15 p.)</li> </ul>

# A general set-up for the course is defined – customization is possible

## Course set-up



1. Total course size should be around 12-16 students – potentially, in case of higher interest, students have to apply to participate  
 Source: IMP<sup>3</sup>rove Academy, 2016; www.improve-innovation.eu; IMP<sup>3</sup>rove is a registered trademark

# The “IMP<sup>3</sup>rove for students” course creates a triple win situation

## Benefits

### Students

- Gain hands-on consulting experience
- Participate in a shortened version of the training “Introduction to the IMP<sup>3</sup>rove Approach”
- Receive a participation certificate provided by IMP<sup>3</sup>rove Academy
- Get to know interesting potential employers in the region

### Companies

- Receive an external feedback based on the proven IMP<sup>3</sup>rove methodology
- Receive benchmarks based on up-to-date IMP<sup>3</sup>rove database (close to 5,000 data sets)
- Run an assessment that would otherwise cost thousands of Euro
- Get to know qualified students and potential future employees

### University department

- Offer a seminar with a distinct value proposition compared to other departments: contact to a top management consulting company
- Strengthen ties to participating companies
- Gain insights into IMP<sup>3</sup>rove database/methodology

The “IMP<sup>3</sup>rove approach for students” offers manifold benefits to all participants

# The students have to work actively together with companies to achieve the key deliverables of the course

## Key deliverables to be achieved by students

### Preparation workshop with companies

- Complete registration on the IMP<sup>3</sup>rove platform with the companies
- Define format (i.e. relevant benchmarks and required data) and schedule date for the benchmarking workshop

### Benchmarking workshop with companies

- Complete the benchmarking questionnaire with the company and submit to IMP<sup>3</sup>rove platform
- Receive benchmarking report from the IMP<sup>3</sup>rove platform (forwarded by the company) and define date for feedback workshop

### On-campus status update presentation

- Analyze IMP<sup>3</sup>rove benchmarking report and develop insights
- Provide short overview presentation with regard to experiences so far, insights and next steps to faculty and IMP<sup>3</sup>rove Academy representative

### Feedback workshop with companies

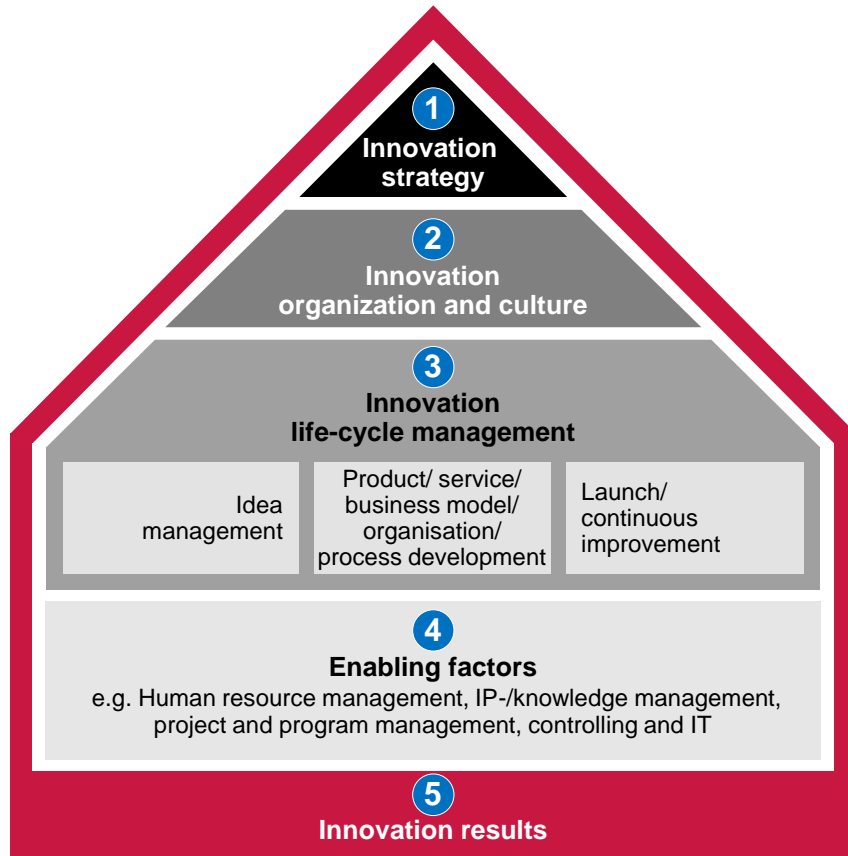
- Inform companies about key strengths and weaknesses derived from report
- Present recommended actions
- Receive feedback from companies on recommendations

### Final course paper

- Finalize/sharpen recommendations based on company's feedback<sup>1</sup>, send update
- Complete a final report on agreed initiatives and expected benefits for companies
- Provide personal lessons learned and feedback how to improve IMP<sup>3</sup>rove

# Students will assess innovation management capabilities in 5 dimensions of A.T. Kearney's House-of-Innovation

## A.T. Kearney's House-of-innovation

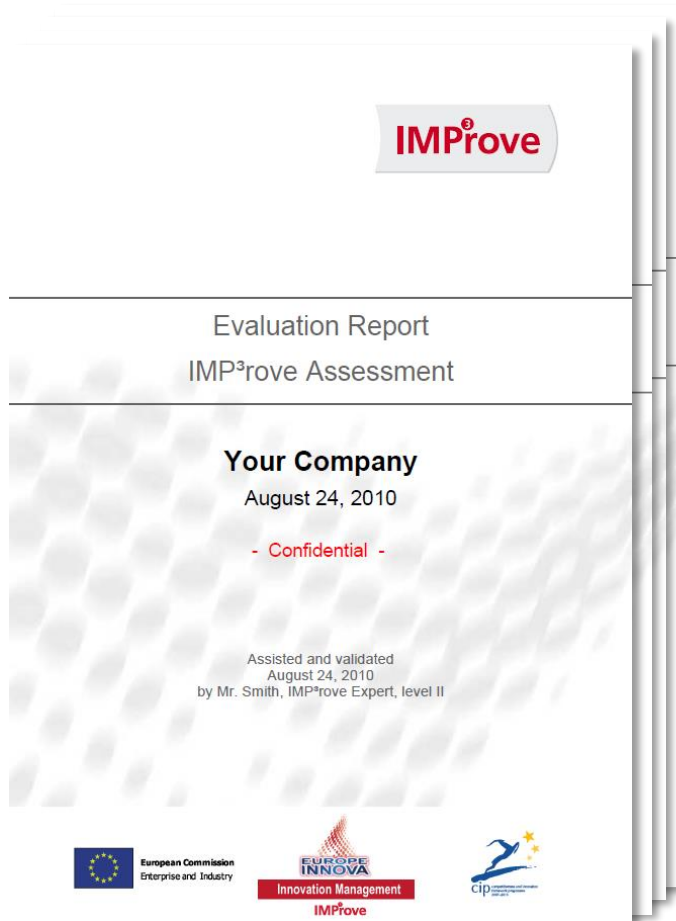


## Description

- 1 Innovation strategy**
  - Vision and strategic focus on innovation
  - Implementation of strategy
- 2 Organization and culture**
  - Roles and responsibilities
  - Organizational structure
  - Organizational culture and climate
- 3 Innovation life cycle processes**
  - Idea management
  - Product/service/business model/organizational or process development
  - Launch and continuous improvement
- 4 Enabling factors**
  - Project management
  - Human resources and incentives
  - IT and knowledge management
- 5 Innovation results**
  - Growth in revenue
  - Growth in profit
  - Growth in number of employees

# A report showing strengths and weaknesses in innovation management practices can be generated on the platform

## IMP<sup>3</sup>rove evaluation report

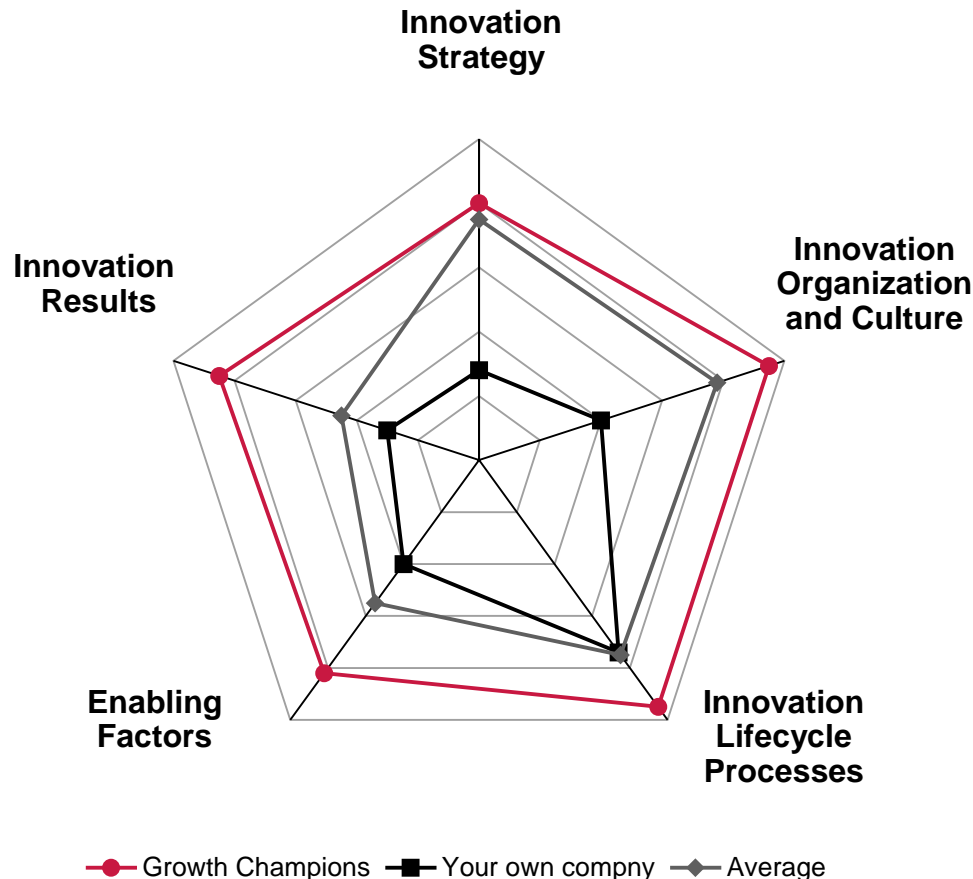


Analyze innovation management online making use of a structured assessment, feasible within 2-4 hours online on [improve-innovation.eu](http://improve-innovation.eu)

Receive an automated executive summary and 100 page detailed assessment report

# Comparisons to competitors are powered by a unique innovation mgmt. data base of close to 5,000 companies

## IMP<sup>3</sup>rove assessment



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Compare to most relevant competitors to draw learnings powered by a unique innovation mgmt. data base of close to 5,000 companies



# Students will then develop an action plan for participating companies in order to further enhance innovation mgmt.

## IMP<sup>3</sup>rove assessment



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**Receive an automated executive summary and 100 page detailed assessment report**

**Compare to most relevant competitors to draw learnings powered by a unique innovation mgmt. data base of close to 5,000 companies**

**Receive actionable advice and align action plan in collaboration with the *IMP<sup>3</sup>rove for Students* programme**

# An optional joint closing meeting would allow to reflect on achieved results and set a memorable frame for the students

## Optional: joint closing meeting

Example



### Proposal

- Have a joint closing/review meeting
- Students can share their experiences and lessons learned
- Companies can comment on already achieved results
- Best team may receive a prize<sup>1</sup>

### Format

- **Completely voluntary**
- Jointly funded by the participating companies as a courtesy for the students' work
- 2-3 months after feedback workshop (e.g. April) to be able to comment on materializing benefits
- At the university or at one of the companies' sites

### Benefits

- Allows the students to see the impact of their work
- Sets a memorable frame for the students
- Allows the companies to invite the local press and get press coverage
- Allows the faculty to get direct feedback from the companies

1. E.g. a participation in a special event of one of the companies involved  
 Source: IMP<sup>3</sup>rove Academy 2016, [www.improve-innovation.eu](http://www.improve-innovation.eu); IMP<sup>3</sup>rove is a registered trademark

# Please contact us for further information:

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