



IMP³rove

academy

Course: How to Win SMEs for Innovation Management Support Services



European Commission
Enterprise and Industry

IMP³rove

IMP³rove® is an initiative of the European Commission to enhance the innovation capabilities of small and medium sized enterprises.

www.improve-innovation.eu

Course: How to Win SMEs for Innovation Management Support Services

Objective

- Develop your action plan to improve weaknesses and leverage strengths
- Foster creativity in leveraging different channels in the innovation ecosystem
- Learn how to create a compelling offer with convincing arguments

Content of the Course

- Identify challenges you have faced in winning SMEs
- Know your strengths
- Leverage your network successfully
- Examine the difference between the push and pull approaches to winning SMEs
- Identify the right SMEs
- Contact the SMEs confidently
- Refine your approach in a break-out session using case studies to refine your approach

Target Groups

- Consultants, cluster managers, intermediaries supporting companies in digital innovation and innovation management
- Managers driving digital innovation

Pre-requisites

- Passion for offering innovation management support services
- Signed confidentiality agreement and letter of intent

Type of Course

- Highly interactive course format, including group interaction, role-plays
- Allowing immediate application in practice

IMP³rove –European Innovation Management Academy (non profit):

c/o A.T. Kearney GmbH

Dreischeibenhaus 1

D-40211 Düsseldorf

Germany

T: +49 (0) 211 13 77-0

F: +49 (0) 175 13 2999

E-mail: improcoreteam@atkearney.com

Certification

Will be based on:

- Successful participation in the course “Introduction to the IMP³rove Approach”
- Successful completion of the IMP³rove Assessment with at least 1 SME

Location

The course will be offered in different locations in Europe.

Duration and Fees for the Course

- 2 days
- Fee for the course: € 1,300.00* per person
- Fee for the certificate for “IMP³rove Guide”: € 100.00* per person

Fees are plus VAT

Dates

See: www.improve-innovation.eu

Registration

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