

# INNOVATION MANAGEMENT ACADEMY

## STAY COMPETITIVE AND RELEVANT BY SUCCESSFULLY MANAGING INNOVATION

Innovation Management Academy (IMA) will help you discover the mindset, methodologies and tools needed to master the innovation

### WHAT IS IMA?

Innovation has become management's new imperative. To survive and thrive in the complexity of today's business world means to change the ways your company manages innovation. In the words of a new trendy saying: „Innovate or die“.

Innovation Management Academy is a **unique, five-day, bootcamp-style program**, created to **help upscale corporate innovation capabilities**, starting with the people who are innovation managers, champions and agents. IMA aims to help you answer the three most important questions when it comes to innovation: **why innovate, what to innovate and how to innovate**.

### WHY GO THROUGH IMA?

Innovation needs to be managed. For companies to become more agile and innovative, startup-minded and not afraid to adopt methodologies that aim to focus more on the user and development of products and services that the market requires – they need to find a new way of functioning.

That is why IMA was designed as a carefully planned intensive program that aims to **foster individual and organizational innovation capabilities**, which in turn **improve innovation competencies** of each individual, thus strengthening the organization itself.

### WHO IS IMA FOR?

It's not the organization that innovates; it's the people within it. The program is intended for a selected group of 40 innovation managers, champions and agents and is best suited for those who are or are seeking to become:

**Intrapreneurs:** launching and leading new ventures, making ideas happen, building products or services;

**Innovation Managers:** responsible for innovation programs, innovation initiatives and the teams gathered around them, innovation functions or units;

**Innovation Leaders:** responsible for innovation strategy, innovation ecosystem, performance and budget.

**NOT INNOVATING IS NOT AN OPTION.**

**For more information,  
contact us:**

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## HOW WILL WE SELECT THE PARTICIPANTS?

The criteria will be the **positions** of the applicants in their respective companies and **roles** they have in the projects that are fostering innovations and whose main goal is innovating. Their motivation for going through the program will also be considered and all this information will be provided through the [registration form](#).

## WHO CREATED THE PROGRAM?

The program has been created by **ICT Hub**, which comprises a team of individuals dedicated to empowering innovation, both in smaller business systems that are fighting for their market place, as well as in corporations that are making significant efforts to improve their current industrial positions. Through a series of educational, mentoring and consulting activities, all aimed at building and strengthening the community inspired by innovative actions, ICT Hub provides professional support in strategic approach to innovation, improvement of the organizational culture and development of technological entrepreneurship, both to partners in Serbia and the region.

The Innovation Management Academy is being organized for the second time, after previously welcoming **40 participants from 23 companies** that recognized innovation as a way of doing the work right and achieving success in the future.

Our **lecturers and practitioners** are global and local experts, with established backgrounds and distinct reputations in corporate innovation management and consultancy.

## HOW WILL THE IMA BE CONDUCTED?

This five-day, 10-module program will introduce:

Shared understanding of how to manage innovation in corporations.

Answers to what are the necessary preconditions to make innovating within a company become a part of a mindset and everyday way of working.

Principles, tools and methods to strengthen the innovation capabilities of the people and teams who deal with innovation.

New business model design and innovation practices.

Ways to create better entrepreneurial environment for those who want a chance to turn ideas to businesses, that way changing their organization for the better.

Opportunities to exchange experiences and good practices with peers who are on the same mission, albeit in a different company and industry.

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**Module 1. Why innovate and how to beat the innovation paradox.**

**Module 2. Developing innovation ecosystem.**

**Module 3. Mapping the portfolio and innovation thesis.**

**Module 4. Innovation readiness.**

**Module 5. Innovation models.**

**Module 6. Working with startups.**

**Module 7. Mapping the open innovation ecosystem.**

**Module 8. Design Thinking, Lean startup methodology and Agile.**

**Module 9. Corporate startup – from an idea to a sustainable business model.**

**Module 10. Corporate innovators and intrapreneurs – how to develop skills and design an innovative organization.**

Lectures and materials will both be presented in English and Serbian language.

## WHEN AND WHERE?

The program starts on **Monday, May 13th and lasts throughout the workweek**. It ends with the graduation ceremony and a networking event on Friday evening (May 17th).

Participants who successfully finish the program will be awarded certificates. In order to receive the certificate, the participants must be actively involved in all the discussions and group presentations that are part of the program. Innovation Management Academy will take place at **ICT Hub's Playground**, 10 Kralja Milana St, Belgrade, with support from ICT Hub team and community.

## HOW TO APPLY?

Please forward this [registration form](#) to the representatives of your company that would like to take part in the program and then send us the following information by April 15th, by e-mail to

[ima@icthub.rs](mailto:ima@icthub.rs):

their first and last names  
their positions in the company  
their telephone numbers  
their email addresses

**For more information,  
contact us:**

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## INNOVATE THE RIGHT WAY.

Innovation Management Academy has been financially supported by the United States Agency for International Development and is being implemented by ICT Hub as part of the project 'Playground of Innovation'.