



Open European Network for  
ENTERprise InnOVation in High  
Value Manufacturing (ENTOV-HVM)

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Hochschule  
Kaiserslautern  
University of  
Applied Sciences

University of Applied Sciences in  
Kaiserslautern - Competency Center  
Operational Excellence and Innovation  
Methods ("OPINNOMETH")  
[www.hs-kl.de/en/betriebswirtschaft/aus-der-bw/kompetenzzentrum-opinnometh/](http://www.hs-kl.de/en/betriebswirtschaft/aus-der-bw/kompetenzzentrum-opinnometh/)

## Inaugural Training Workshop: The Technology Innovation Journey

Thursday January 23<sup>rd</sup>, 2020 at the University of Applied Sciences in Zweibrücken, Germany.

### Overview

- **Suited for:** Manufacturing team leaders, innovation managers, quality / continuous improvement managers, early career researchers and manufacturing technology start-ups.
- **What:** A rigorously prepared one-day workshop bringing to life the diffusion of innovation from ideation to market.
- **Aim:** Experience the look, feel, hear, smell and taste of the innovation journey as well as the emotions associated with these.
- **Benefit:** Deeply comprehend the complete journey of innovation from ideation to market saturation in order to accelerate that process in personal and professional contexts. This sets the stage for the capability of "instant innovation".

Competitive advantage in high value manufacturing industries, like aerospace and pharmaceuticals, is based on evolving as many new ideas as feasible to market saturation as rapidly as possible. Examples are super-alloy materials and metal printing. A low percentage of such ideas master this diffusion of innovation primarily due to relevant game-changing intangible exchanges between critical stakeholders being largely hidden. Examples are trust and perceived value. This training workshop brings together a multidisciplinary network of experienced innovation diffusion stakeholders, early career researchers and young innovators to uncover such exchanges through living systems based research methods. The event provides a high-level introduction the research approach used and provides insights into a more detailed three-day workshop and six month Master level certificate course. An attendance certificate will be issued at the end of the event.

The event is hosted jointly by the Competency Center "OPINNOMETH" (Operational Excellence and Innovation Methods) at the University of Applied Sciences in Kaiserslautern and the ed-Media e.V. Institute for Innovation in Education and Business Processes.

Further details are available at [www.innovation-web.eu](http://www.innovation-web.eu), on our LinkedIn Group at [www.linkedin.com](http://www.linkedin.com), our blog at [www.innovation-web.eu](http://www.innovation-web.eu), our Researchgate project page at [www.researchgate.net](http://www.researchgate.net) and our Facebook page at: [www.facebook.com/groups](http://www.facebook.com/groups). You can also follow us via Twitter: [@owschwabe](https://twitter.com/owschwabe) (#innovationweb) and the LinkedIn Group page <https://www.linkedin.com/company/entov>.

The costs for participating at the event are planned to be covered by sponsors and this will not include costs related to travel, lodging and lodging. In the event of failure to gain sufficient sponsorship, a small contribution may be required by participants. The number of participants is limited to 20. Registration is required by 12 noon CET on Monday November 18<sup>th</sup> via email to Dr. Oliver Schwabe.

For questions please contact:

Dr. Oliver Schwabe, Principal Web Weaver,

Open European Network for ENTERprise InnOVation (ENTOV-HVM).

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## Workshop Agenda

Time	Theme	Summary
Pre-Work	Preparatory efforts.	A series of readings (available online) and online case studies / surveys needing approx. 2 hours of effort in order to accelerate learning during the workshop.
08:30-09:00	Reception	
09:00-09:30	Welcome and Foundations (Prof. Christian Thurnes, Prof. Bettina Reuter, Dr. Oliver Schwabe & Lynne Schneider)	The Foundation module introduces participants to the paradigm of diffusion of innovation, the difference between knowledge and technology innovation, the unique context of high value manufacturing, how this is achieved (success and failure stories) and the role which innovation webs play to make the diffusion journey transparent. Furthermore the importance of being responsible, the need for re-addressing policy making and emerging design principles for full rapid diffusion are emphasized. The results of pre-work are discussed.
09:30-11:00	Work-Shop: Structured Ideation (Prof. Christian Thurnes & Patrick Schackmann)	Ideas are the starting point for an innovation. Depending on the trigger for creating ideas, different kinds of creativity techniques and tools can be used, e.g. classical creativity techniques, human centred approaches (e.g. Design Thinking) and systematic approaches (e.g. TRIZ). In this session with presentations and practical group exercises you'll learn about the different tools and their usage in general. Furthermore you'll be able to try out several tools and get some insights in further fields of application, like ideation for patents, ideation for problem solving, ideation for zero defects, ideation for technology evolution and more.
11:00-11:30	Break	
11:30-12:30	Preparing the Innovation Journey (Dr. Oliver Schwabe & Lynne Schneider)	Introduces the underlying techniques related to Value Network Analysis, living system dynamics (simulation), translating networks into business processes and identifying game changers and heart-beats in these. The „rules of engagement“ for the stage-play are introduced.
12:30-13:30	Lunch	
13:30-15:00	“Instant” Stage-Play: The Innovation Journey (Dr. Oliver Schwabe & Raimonda Agné)	An interactive stage-based experience of the journey of innovation from ideation to market saturation and renewal. The experience is structured into five acts with two scenes each: ACT I: “The Infant Idea” (Systematic and experimental innovation with foresight of the complete diffusion journey occurs. ) ACT II: “The Childish Idea” (An enthusiastic initial coalition of the willing forms and is confronted by reality.), ACT III: “The Adolescent Idea” (Shared ownership of the idea emerges and it begins its own life plagued by the repeated need to adapt.), ACT IV: “The Game Changers” (The influence of the idea grows and it is used in surprising ways before adoption suddenly accelerates.), and ACT V: “Kaleidoscope of Colours” (The idea matures to become a house-hold word and encourages new approaches to replace it.) The stage-play will be filmed and disseminated.
15:00-15:30	Break	
15:30-16:30	Work-Shop: Experimental Innovation (Prof. Piero Formica & Prof. Fabrizio Dughiero)	Introduction to the course project which is offered to participants of the course and includes an interactive experience consisting of (a) Setting the stage for the (optional) innovation project (b) The horizon of ideas - Defining the creative space and mental maps (c) The store of facts- How to align aspirations, facts and requirements (d) The well of knowledge - The importance of differentiating the experimenter from the expert (e) In the competition field- How to create collaborative advantage to define the market space (f) The wayfarers - How to chart the diffusion of innovation path and scenarios of travel (g) Building the tribe- Principles for populating innovation webs with the most suitable participants (h) Launching the experiment – Consolidating / presenting / commencing the journey.



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## Your Facilitators & Web Weavers

	Facilitators	Introduction
	Raimonda Agné (Lithuania)	Raimonda Agne is applied drama practitioner, creative director of Forum theatre "4ROOMS", researcher working in the higher education industry. Her fields Applied Drama Methods, Ethical Leadership and Intercultural Communication. <a href="https://www.linkedin.com/in/raimonda-agne-medesiene-26876540/">https://www.linkedin.com/in/raimonda-agne-medesiene-26876540/</a>
	Prof. Fabrizio Dughiero (Italy)	Fabrizio is Vice Rector for Technology Transfer at University of Padova with the main aim to improve the impact of research on economy and innovation of our territory. Besides a passion for bringing innovation into every effort he collaborates intensively with major manufacturing companies across the world to support the transfer of best practices and technologies. <a href="https://www.linkedin.com/in/fabrizio-dughiero-2b770721/">https://www.linkedin.com/in/fabrizio-dughiero-2b770721/</a>
	Prof. Dr. Piero Formica (Italy)	Piero is Senior Research Fellow of the Innovation Value Institute at Maynooth University in Ireland where he leads an international research team on experimentation and simulation of high-expectation start-ups, and Professor of experimental economics at the Contamination Lab, University of Padua. Piero is the winner of the Innovation Luminary Award 2017 (from the Open Innovation Science and Policy Group under the aegis of the European Union). <a href="https://www.linkedin.com/in/piero-formica-2656622/">https://www.linkedin.com/in/piero-formica-2656622/</a>
	Prof. Dr. Bettina Reuter (Germany)	Bettina is Professor at the University of Applied Sciences in Kaiserslautern in Germany and heads up the MBA programme for Innovation Management in Motorsport. In 2001 she founded ed-media e.V. which supports organizations in the innovation and digital transformation of learning and organizational processes, as well as the delivery of MBA level distance learning courses. <a href="https://www.linkedin.com/in/bettina-reuter-1b3b27b2/">https://www.linkedin.com/in/bettina-reuter-1b3b27b2/</a>
	Lynne Schneider (USA)	Lynne is CEO of Entovation International and co-author of six books including "Non-traditional Warfare: 21st Century Threats and Responses", "Knowledge Economics" and "The Future of Innovation". Her key skills are focused on Strategic Planning/Policy, Public Private Partnerships and Knowledge Innovation Strategies. With a successful track record of providing innovative strategy and policy solutions on a global scale in the Middle East, Europe and NATO, and extensive knowledge of global innovation, policy/processes, crisis response, economic development and micro-business initiatives, Lynne contributes especially around the role of policy shaping the speed of innovation diffusion. <a href="https://www.linkedin.com/in/lynne-schneider-802b821/">https://www.linkedin.com/in/lynne-schneider-802b821/</a>
	Dr. Oliver Schwabe (Germany)	Oliver is the Principle Web Weaver at Open European Network for ENTERprise InnOVation in High Value Manufacturing (ENTOV-HVM and Risk & Compliance Partner (IT) for Civil Aerospace at Rolls-Royce plc. A Visiting Fellow at Cranfield University (UK), he holds a PhD in Engineering Cost Risk & Uncertainty and is Fellow Advisor for Knowledge Products and Services at Entovation Ltd. (USA). Oliver has been passionately active for decades in helping to master the journey of innovation from ideation to market saturation in a wide variety of industries. <a href="https://www.linkedin.com/in/oliverschwabe/">https://www.linkedin.com/in/oliverschwabe/</a>
	Prof. Dr. Christian Thurnes (Germany)	Christian is Professor at the University of Applied Sciences in Kaiserslautern in Germany with a special interest in the structured creation of ideas at the outset of the diffusion of innovation journey (including relevant gamification). Highly experienced in strategic management, entrepreneurship, and creativity and innovation, he works with a spectrum of industrial organizations and has published over 100 times in this field. <a href="https://www.linkedin.com/in/christian-m-thurnes-89a5ba1a/">https://www.linkedin.com/in/christian-m-thurnes-89a5ba1a/</a>



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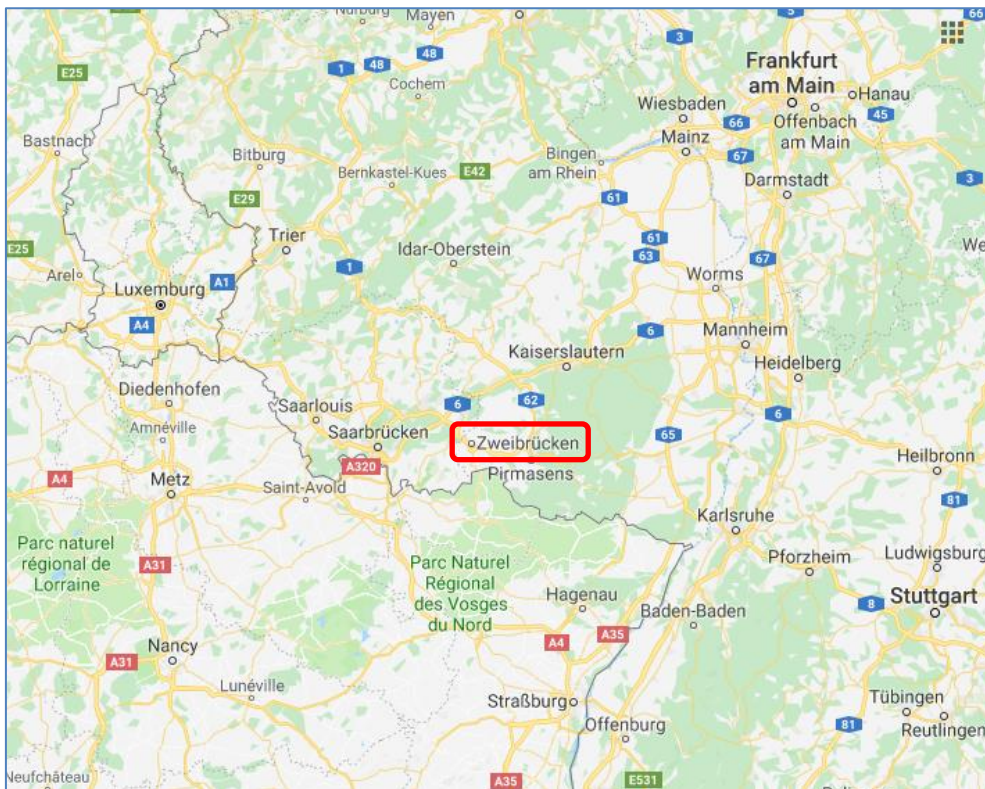
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## Travel to University of Applied Sciences Kaiserslautern

Travel details can be found at <https://www.hs-kl.de/hochschule/kontakte-und-anfahrt/zweibruecken/>.

Location: Hochschule Kaiserslautern, ed-Media e.V., Building C, Amerikastr. 1, 66482 Zweibrücken, Germany. Enter „Texasstraße Zweibrücken“ in your navigation device.

Phone: +49 (0) 631 3724 5513



### Recommended hotels:

Romantik Hotel Landschloss Fasanerie <https://www.landschloss-fasanerie.com/>

Hotel Rosengarten am Park <https://www.rosengarten-am-park.com/>

### Recommended airports with relevant train connections:

Luxembourg, Saarbrücken, or Frankfurt / Main