



A programme within innovation and business  
development for members who are both  
engineers and managers



# Leading innovation

**The Leading Innovation course given by the Swedish Association of Graduate Engineers develops your skills in managing and organising innovation and business development. Participants gain the tools they need to identify innovation opportunities, convince others and clarify business benefits. Successful methods for how the operations can be run and organised to stimulate long-term and profitable development are also shown.**

Almost one in five of the 156 500 Association members are managers. Many of them work in businesses and companies on the leading edge, with innovation and business development issues high up on the agenda.

## Managers want development inputs

Managers are looking for opportunities to share experience with others who work with challenges similar to their own. How to achieve the best results? How to prioritise and motivate investment in one particular development area instead of another? Many engineers have also encountered difficulties in communicating in-house about innovation in order to create clarity, motivation and support for company operations.

## Custom-designed programme for managers

In Leading Innovation, the Swedish Association of Graduate Engineers have listened to experiences and needs expressed by managers and interwoven them with current research at the Stockholm School of Economics. The School's Executive Education can supply an extensive network of experts in the field and together they have created a unique profile programme tailored to manager members of the Association.



You are an engineer and a manager – and a member of the Swedish Association of Graduate Engineers. You may work in a large or a small company, in the private or the public sector. The most important aspect is that you bear responsibility for, possess insights into and are able to exert direct influence on, innovation and business development processes. You have also experienced challenges linked to the leadership of innovation and business development.

# Programme content

**The Leading Innovation programme will improve your ability to lead, control and organise your company's innovation and business development operations. The programme is divided into three blocks each with a different theme. We reserve the right to make changes in programme content.**



## Block 1:

Motivate innovation and business development operations

Managers must be able to explain to various stakeholder groups why resources must be allocated for innovation and business development – everyone from upper management to colleagues and closest co-workers.

- Why innovation and business development, for whom and with what aim?
  - What types of innovation and business development operations and challenges are there?
  - What characterises innovative environments?
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## Block 2:

Communicating the business benefits of innovation and business development

In order to access resources and support, you have to show how innovation and business development create benefits - sometimes even before you have a clear picture of the solution. Communication on recipient terms as concerns, for example, financial consequences and benefits for customers is the key to being able to convince and create clarity.

- How to convince others about an idea?
  - How can financial language be used to convince?
  - How will these operations be assessed?
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## Block 3:

Leading and organising innovation and business development

Managers lead, control and follow up operations. Specifically, this block concerns different methods and models to help you to get your colleagues onboard, to achieve the right effects and to create results. There are also different ways to organise in order to create the best possible results.

- How are operations led and controlled?
- How are complex operations managed and what if there is no mandate?
- How are innovations and business development organised?

# Information on Leading Innovation

## PROGRAMME DIRECTOR AND EXPERTS

The Stockholm School of Economics' Executive Education experts are the most eminent in the knowledge areas covered by the programme. The experts engaged for this programme have experience of the academic and the business worlds.

The Leading Innovation Programme Director has designed content, processes and teaching methods that ensure success in all the programme themes. The Programme Director will be there throughout and bears responsibility for each block to ensure that they are pedagogically consistent. In addition, the Programme Director will lead group processes and work with you and the other participants to help you to transform and adapt the knowledge available to individual needs and challenges.

## YOUR NEW NETWORK

During the course of the programme you will meet and cooperate with engineers with similar roles and situations. This provides unique insights into many different operations and business areas, as well as the opportunity to share and compare experience, exchange ideas and solutions and build up your personal network.

## TEACHING METHODS

If the programme is to provide results for your organisation in the short and long term, teaching methods must be based on your previous experience and knowledge. With the aim of supporting the learning dialogue you will, along with the other participants, focus on concrete challenges in the companies and organisations you represent. The programme helps you to understand your own challenges and to reflect on the perspectives the other participants contribute.

The objective is for you to gain inspiration and pick up practical advice you can then utilise in your work.

## LANGUAGE

The programme is primarily held in Swedish but international lecturers may be invited.

## APPLICATION AND PLACE AVAILABILITY

There are a limited number of places. The Association consequently cannot guarantee that everyone who applies may attend. The application is binding. Participants' background and experience are considered, as well as group composition, when allocating places.

## COST

Price per participant who is a member of the Swedish Association of Graduate Engineers is SEK 45 000 SEK excluding VAT. This is considerably reduced as the normal price is SEK 60 000 SEK excluding VAT. Participants are responsible for any travel or accommodation costs linked to programme sessions.

## PROGRAMME DATES 2021

The programme consists of six days scheduled in January-April 2021. The education will be held digital where we will mix presentations with group collaborations.

Block 1: 14-15 January (2 days)

Block 2: 17-19 March (2.5 days)

Block 3: 21 - 22 April (1.5 days)

## AFTER THE PROGRAMME PARTICIPANTS SHOULD BE ABLE TO:

- Understand and identify factors for success as concerns innovation and business development.
- Clarify how innovation and development bring business benefits.
- Be aware of the financial aspects that must be considered and how innovation processes are best organised.
- Gain insight into how to lead and work across their organisations.
- Have been strengthened in their role as leader of innovation and business development.
- Have expanded your network.

## LIKE TO KNOW MORE?

Call the contact at the Swedish Association of Graduate Engineers or the Programme Director at the Stockholm School of Economics.

Anders Hallgren  
Business Development  
Swedish Association of Graduate Engineers  
+4686138145  
chef@sverigesingenjorer.se

Lena Strömbom  
Stockholm School of Economics  
SSE Executive Education  
+46708460130  
lena.strombom@exedsse.se

## APPLICATION

Apply to participate in Leading Innovation by filling in the form at:

[sverigesingenjorer.se/ledainnovation](https://sverigesingenjorer.se/ledainnovation)