

The logo consists of the word "GERBUS" in white, bold, uppercase letters inside a dark blue square. The background of the entire page is a pattern of interlocking puzzle pieces in various colors (blue, orange, yellow, grey) and orientations.

**GER
BUS**

Executive
Forum

GERBUS Knowledge Days
Einladung & Programm

Managing Core - Leading Innovation

mit Dr. Tendayi Viki, PhD MBA, preisgekrönter Autor von
„The Corporate Startup“ & von Thinkers50 ausgezeichnet
Donnerstag, 12. September 2019 in Hamburg

How to innovate for the future, while running your core business.

With the world changing fast, innovation is an imperative for companies. The challenge for many leaders in large companies and the “Mittelstand” is that they tend to treat innovation as a sideshow - something that is done by a small group of people away from the day-to-day business. Furthermore, the focus is often on using R&D to make the current product lines better or improve marketing to reach new customer segments. In other words, many leaders think they are leading innovation but what they are mostly doing is improving their core business.

Innovating on the core is important but it is not enough - companies also need to engage in business model innovation. To make their companies sustainable into the future, leaders need to learn how to lead and manage their core business, while at the same time driving an innovation culture that is focused on exploring new products and business models of the future.

The challenge for leaders is how to manage these two important activities in the same company at the same time and traditional management practices are not suitable. Great innovation teams are autonomous, cross-functional and use experimentation and iterative methods to create new products and services. Such teams require a different style of management from the traditional approach.

This is our focus on this Knowledge Day: How do executives lead innovation and make it a dynamic and repeatable process in their companies, whilst still managing the current core?

Dr Tendayi Viki, PhD MBA

Tendayi is the award winning author of *The Corporate Startup*. He works with large companies helping them innovate for the future while running their core business.

He was nominated for the Thinkers50 2017 Innovation Award and listed on the Thinkers50 Radar 2018 list for emerging management thinkers to watch.



GERBUS Knowledge Days – Agenda

8.30 - 9.00 Arrival & Registration

The Invincible Company

- A short discussion on the business challenges of the contemporary world and how companies can use innovation to respond.
- Defining the different types of innovation that companies have as options.
- The key elements of an innovation ecosystem and how to create one.

Innovation Strategy and Portfolio Management

- How to decide where to play and make investments in innovation
- How to manage a portfolio of business models that cover exploiting current advantages and exploring new opportunities.
- How to choose from the various innovation models that can impact our organization.

12.30 - 13.15 Lunchbuffet & Networking

Innovation Accounting and Management

- How to make investment decisions on products and teams using metered funding.
- How to lead innovation teams by asking the right question at the right time.

Transforming Culture

- How to build and manage an innovation culture within our organizations.
- The steps to take in building and leading a sustainable innovation ecosystem.

Wrap Up & Good Bye (latest at 18.00)

Coffee breaks - morning & afternoon included

Key Take-Aways

- Understanding the key elements of a successful innovation ecosystem.
- Learn how to develop a good innovation strategy and manage a portfolio of business models.
- Learn about the various models a company can use to drive innovation.
- Understand how to make investments in innovation using metered funding.
- Learn how as leaders and managers they can manage innovation teams.
- Learn how to manage innovation by asking the right questions at the right time.
- Understand how they can transform their company to create a repeatable innovation process.

Über uns

Die **GERBUS Academy** ist eine deutsche Business Academy, die in Zusammenarbeit mit weltweit anerkannten Management-Denkern und Professoren aus international hochrangigen Business Schools, Management Programme und Foren anbietet.

GERBUS Executive Forum ist unser exklusives Netzwerk und Innovationsplattform für das Senior Management und Entscheider. Als Teilnehmer steht Ihnen unser **Future_as_a_Service** zur Verfügung – darunter unseren **GERBUS Knowledge Days**.

Themenorientiert, komprimiert und intensiv – in einer exklusiven Runde – präsentieren wir, dreimal pro Jahr, neue Impulse und Business-Trends und behandeln aktuellste Erkenntnisse, Ansätze und Methoden. Die Knowledge Days sind auch einzeln – durch Einladung oder auf Anfrage – buchbar. Unsere aktuellen Fees und Preise, finden Sie auf unserer Website. Nutzen Sie auch den QR-Code für den direkten Link.

Anmeldung und praktische Informationen für Donnerstag, 12. September 2019

Anmeldung:

Das Tagesprogramm ist in unserer Future_as_a_Service Fee bzw. Tagesticketpreis inkludiert. Ihre Anmeldung ist aber trotzdem erforderlich.

Veranstaltungsort:

Mövenpick Hotel Hamburg
Sternschanze 6, 20357 Hamburg
Tel: +49 40 334411 3358, Fax: +49 40 334411 3329
Fahrzeit zum Flughafen: ca. 30 Minuten

Fragen, Kontakt & Anmeldung

Rufen Sie uns gerne an unter 040 / 6 97 97 462 – 22
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