



Certificate in Innovation Management

Center for Knowledge Societies

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CKS House, New Delhi

Over the past decade, tremendous transformation has come about in Indian industry. If in the past, Indian and multinational corporations were content with distributing products and technologies developed elsewhere in the world, we now see a tremendous hunger and drive to create new products and services within India for India and other similar markets around the world, particularly South East Asia and Africa.

While there is a growing understanding of the importance of innovation in creating these new and valuable products and services there may not be adequate knowledge of the specific methodologies, techniques, and approaches necessary to ensure that innovation continuously comes about. For this reason, CKS has developed this certification program in innovation management; in order for senior-middle managers from Indian corporations as well public and social sectors to acquire a systematic and comprehensive understanding of how innovation can be planned, organized and routinely managed as a core function of any enterprise.

We have seen interesting innovations and innovation types emerge in the recent past. For instance innovations such as bi-cycle cum washing machine or Mitticool the clay refrigerator stem from grassroots inventiveness. There are examples such as Nano and Swatch that represent the search for new solutions that do *more with less for more*. Globally the Ipod and iTunes are pioneer examples of user-experience as well as branding innovation. However, for an emerging economy like India we require an innovation approach that is suitable to the Indian context and its grand challenges. Our innovation workshop has been conceptualized as a means by which you can better understand what actually constitutes an innovation and how it achieved routinely within this context. As a participant you will be introduced to the different categories of innovation through detailed case studies and real examples of innovation. You will learn about the three grades of innovation and discuss how these can be used for corporate planning. Each case study will be followed by an open discussion, interactive games and creative ideation sessions where these approaches can be understood through practice. We will illustrate, in a detail, a systematized value-creating approach to innovation through the CKS Innovation Cycle™ and how it can be applied to your specific work context. You will also receive the CKS Innovation Toolkit™, which contains the tools and processes required to make innovation happen systematically.

Who will Conduct this Workshop?

Innovation Expert Dr. Aditya Dev Sood has led almost one hundred innovation projects and programs for Indian and multinational clients such as Nokia, Vodafone, Google, GE, Boeing, Gates Foundation, Tata Motors and Asian Paints over the course of the last decade. He has written numerous research reports and scholarly papers on varied innovation topics in the emerging economy context.

He is a former Fulbright Scholar and the recipient of has received numerous other academic fellowships, awards and distinctions. He has foundational training in architecture and design from the University of Michigan, and joint doctorates in Sanskrit philology and anthropology from the University of Chicago. He is Founder and CEO of the Center for Knowledge Societies (CKS), an innovation consulting firm that conceptualizes new products, services and technologies for emerging economies of the world. Currently Aditya is engaged with writing his book on 'India as an Innovation Society.



Benefits of Participating in the Workshop:

You will learn how to initiate, organize and effectively manage an innovation process:

1. Learn Effective and Efficient Innovation Processes

Innovation is most often perceived as being extremely expensive - in terms of the financial, human and technological resources that must be invested. Learn processes and tools that effectively help you streamline these costs and result in sustainable and actionable innovation.

2. Create Products with Consumer Value

As any product designer or market researcher would know, simply making a new product does not mean success in the market-place. Learn how to innovate so that your products are closely aligned with challenges your user faces and the experiences they latently desire and users value the new products you create.

3. Design Better Services

Unlike products that can be designed and disseminated only one-time, services have to be iterated, refined and remade as user needs evolve. The workshop will help you understand and learn the process of iterative innovation and continuous user engagement to create and enhance effective services for your users.

4. Learn How to Use the CKS Innovation Toolkit

You will receive the CKS Innovation Toolkit which includes theories and examples of innovation, in-depth case studies of different types of innovation, tools and techniques of innovation, an extensive bibliography of innovation resources, and a glossary on innovation developed by CKS.

5. Personalized Innovation Consultation

You are invited to bring your own goals, challenges and problems regarding innovation and work with us to develop actionable innovation strategies. Innovation experts from CKS will conduct an individual innovation mentoring sessions where-in you will be provided consultation, on how to apply innovation approaches to your specific work context and challenges as well as incubate innovation within your own organization.

About the Center for Knowledge Societies

The Center for Knowledge Societies (CKS) is a leading Indian innovation consulting firm, founded in 2002. Over the past decade, CKS has done extensive innovation-oriented work with an array of Indian and multinational clients from sectors such Aviation, Automobile, Retail and FMCG, Financial Services, Software Services, Internet and Telecommunication, Rural Healthcare Management and Public Services. It has continuously brought together expertise on ethnography, design and user experience to create truly valuable products and services for end- users and clients.

We have conducted several innovation training workshops in the past wherein we shared tools and techniques developed in-house, that have transformed the way our clients employ innovation processes within their organizations. Our trans-disciplinary team of innovation experts from disciplines of Design, Anthropology, Sociology, Media Studies, Communications, Human Factors, Engineering, and Management routinely work to evolve and refine different approaches to innovation.