



Innovation management – Basic Training Course- follow up

Case-based education

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Background

Swedish University Outreach (SUO) delivered an intensive one-week basic course in Innovation management and Innovation system together with Saigon Innovation Hub between the 29th of October and 3rd of November 2017. During the course approximately 100 participants from both Universities, Industry and public agencies were engaged in discussions and workshops. The participants had the opportunity to sample the broad spectra of knowledge and experience within this area and had the opportunity to learn a lot from the Swedish case.

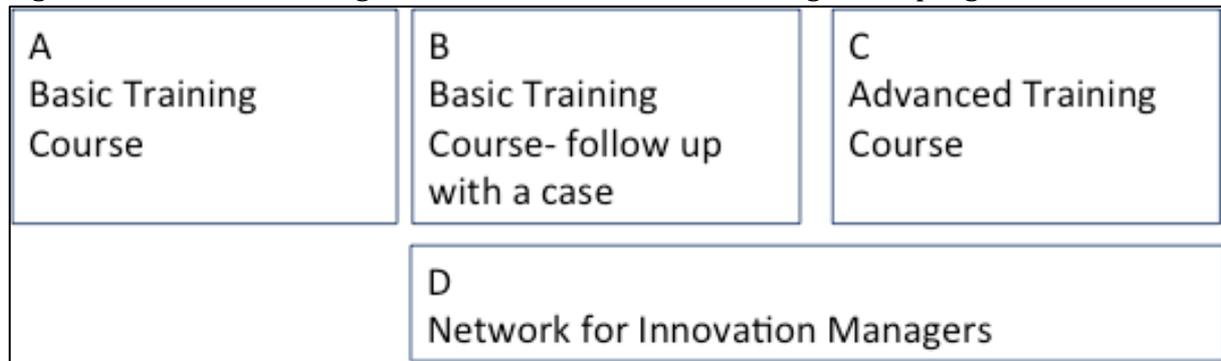
In order to go from collecting knowledge and examples of good practise and move towards implementation, there is a need for further support and follow-up learning.

During the course SUO had the opportunity to talk to, listen to and discuss with the participants about their expectations and views on future implementation. Our firm belief after these conversations is that there is a need for further learning in the form of case-based coaching. In this proposal we will present our follow-up course and its connection to the basic and advanced course.

Program overview – from basic to advanced

SUO works with a program concept to build knowledge and to support implementation of Innovation management and Innovation systems. Our program consists of four (4) blocks. Each block can be delivered at separate times.

Figure 1. The four building blocks of SUO Innovation management program



Program objectives

The vision

Ho Chi Minh city will be one of the national leaders in an innovation driven economy visible in increased numbers of start-ups, innovation driven companies and as a collaborative culture between innovation actors.

The mission

Increase in innovation capacity through development of innovation management and leadership skills among dedicated professionals at universities, public offices and companies.

The goals

Universities, public organisations and companies will have professional innovation managers with skills to adapt, implement and lead innovation in their organisations.

The innovation managers will have a network/organisation (Block D) for continuous innovation management skills and method development, knowledge sharing and a network for connecting with other stakeholders national and international.

The innovation managers will have skills to train others and develop organisations.

The four building blocks

A – Basic training course

Purpose

To give the participants a deep introductory course to innovation management and innovation systems.

Goal

Teach the participants the foundation of innovation management, based on science and practical experience, to the level that they can apply it at their own organizations and become skilled in the field.

Length

5 days

Place

Saigon Innovation Hub, Ho Chi Minh City

B – Basic training course follow up with a case**Purpose**

To apply the knowledge from the Basic Training Course in the participants organizational environment and identify the first step for innovation management in that environment.

Goal

Apply SUO assessment tools to assess the capability of the organization and identify one or several goals for the organization in terms of innovation management capability/support development.

Length

Four video sessions with experts, both group and individual time for each participant, approx. 20-40 hours of work needed spread over 4 weeks.

Place

Distance via video and with local support at Saigon Innovation Hub, Ho Chi Minh City.

C – Advanced training course**Purpose**

To develop the participants skills to establish and maintain an innovation support office and manage the innovation process in the organisation.

Goal

Support the participants in implementing an innovation management system and running innovation projects through a case-based coaching approach.

Length

Session 1: 2 days and Session 2: 3 days

Place

Distance via video and on site at Saigon Innovation Hub, Ho Chi Minh City.

D- Network for Innovation managers**Purpose**

Continuous development of innovation managers with the initial support from SUO and long term commitment from SUO to engage in a Advisory Board.

Goal

Development of skills, Knowledge exchange, National and international collaborations between individuals and actors

Place

Could be an operational office at Saigon Innovation Hub with someone employed to manage the activities of the network. Have an advisory board to plan for program and activities. Physical meetings, educations and a virtual network

Activities such as

Training courses in ex IPR, Business models, Financing, Workshops and meetings
Special Interest groups that the members define as important. Mentoring programs

B - Basic training course follow up with a case

During the basic course, the participants gained knowledge about the foundations of Innovation management and a first introduction to the Innovation systems with mainly Sweden as a model. In order to utilize these insight and make them plausible and workable in a Vietnamese context, the Innovation manager needs to contextualise the knowledge and the systems/structures.

The task of operationalizing is demanding and it takes time to prepare a concept for implementation, setting goals and defining key performance indicators of desired outcomes of the innovation support office. Depending on the nature of the business or organisation, its leadership, innovation skills and resources the speed of implementation will vary between organisations. To have skilled innovation managers is a key success factor in order to implement innovation management and have a sustainable outcome.

SUO recognise, based on our experience in the field, that there will also be a need for external support and continuous learning and development during this time. Our firm belief is that the combination of dedicated and motivated Innovation managers in Vietnam and international experts on Innovation management and Innovation systems who transfers knowledge and act as catalysts will bring the most effective and sustainable transformation.

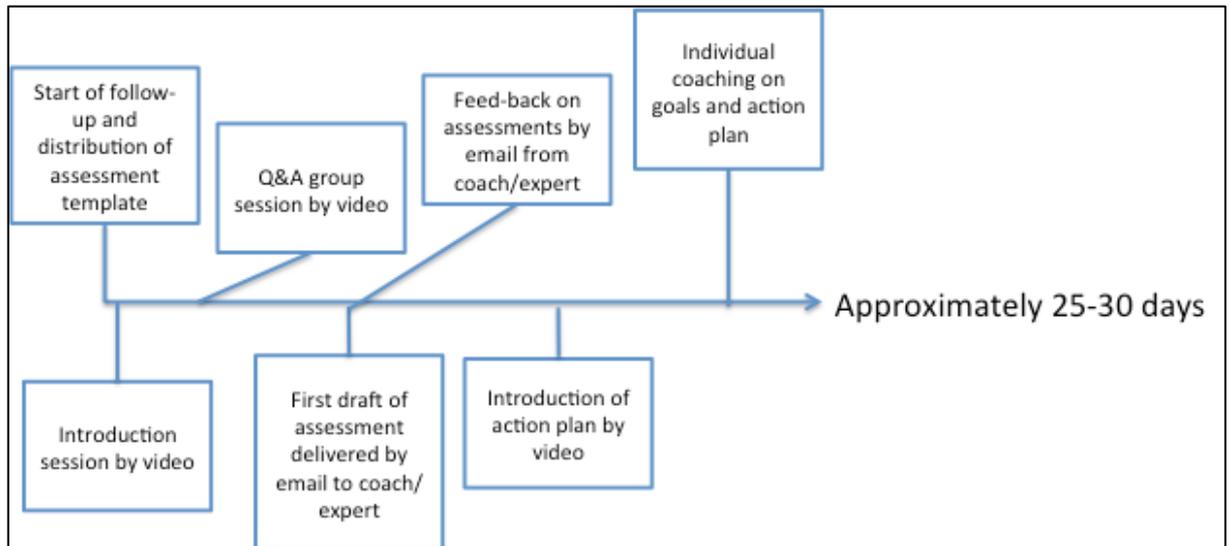
Our proposal for a case-based follow up builds on two main pillars:

1. **Basic assessment and formulation of action plan**
Each participant in this block will work with an individual innovation assessment of his or her organisation. SUO will supply the participants with a template/guide to be used during the assessment. The assessment will work as a basic starting point in order to set one or several goals and formulate a basic action plan for the upcoming work.
2. **The coaching/support**
Our experts will be designing the assessment tools and will also introduce them to the participants during a video session. After the introduction, the participants will be given some time to work with the template by them self in their respective organisation (5 days). The next session will be a group based Q&A, were the participants have the opportunity to ask questions and discuss with the experts what they have encountered during the first week.

After session two, a 5-day working period will follow and the participants are once again able to work with the tool in their own environment. They will then send their assessment to the experts by email and get feedback by email on their progress. 5 days later, the experts will introduce the goal and action plan template in a video session. This template will then be used by the participants for another 5 days and sent to the experts by email for planning of individual

feedback sessions. The course will end with the individual feedback sessions by video.

The coaching sessions will in total take place 3 times in groups and 1 time individually during a 1 month period. The group sessions last for 2 hours and the individual sessions last for 1 hour. See below for an illustration of the workflow.



The practical details of the follow up

Enrolment

SUO will deliver this course in cooperation with Saigon Innovation Hub. SUO is responsible for all the material, pedagogics, coaching and the content of the course. Saigon Innovation Hub is responsible for recruitment and registration of participants as well as local facilities needed in terms of venue and video (see below). The enrolment will hence be processed by Saigon Innovation Hub and commence as soon as SUO and Saigon Innovation Hub have agreed on the details.

Number of participants

Each course can cater for a maximum of 20 participants in order to allow group sessions to function. It can be possible to arrange parallel cohorts, allowing more than 20 participants in total after the first pilot

Facilities and venue

The course will use local facilities at Saigon Innovation Hub such as seminar rooms and video up-link for the three group sessions. SUO will also have local consultants participating during the sessions to give support and, if needed, act as interpreters. During the individual session there is no need for local facilities and the participants can work from their own computer to connect to SUO experts.

Expected timeframe and workload

The course will last for approximately 1 month. The participants are expected to invest somewhere between 20 and 40 hours of their time in order to succeed. The time needed

for each participant depends on their own experience as well as the specific organisation they come from.

The experts

SUO will be using the lectures from Basic Training Course as experts in the follow up, Dr Pirkko Tamsen and Mr Håkan Ozan.

Certificate

Each participant that successfully complete the course will be given a certificate issued by SUO