

סדנא מתקדמת לניהול מוצר:

Innovation Management for Product Managers

Innovation is the key to product success and company competitiveness. And product managers are expected to be its leader. But it turns out that it is not always as simple as it sounds. In this course, we look into the principles and practices of innovation management, and discuss the techniques and methodologies to foster and manage innovation effectively, as well as how to build a company culture that encourages creative problem-solving. Gain insights into the unique challenges of managing innovation in both startups and large enterprises, identify common innovation-related blind spots, and learn how to navigate the process successfully. Join us in this course and unlock the power of innovation for your products and your company.

מרצה:	עמית אשמן
מועדים:	2 מפגשים (ימי א'): 1. 26.11.23 2. 3.12.23
קהל יעד:	מנהלי מוצר (בכל הרמות)
דרישות קדם:	לפחות שנה בתפקיד מנהל מוצר
סילבוס:	<p>Session 1: Principles of Innovation Management</p> <ul style="list-style-type: none"> • The role of innovation in product management. • Types of innovation (incremental, disruptive, architectural, and radical) and how to approach managing each. • Techniques and methodologies for fostering innovation. • Nurturing an innovation-friendly/innovation-oriented culture within your team and organization. <p>Session 2: Structuring and Managing the Innovation Pipeline</p> <ul style="list-style-type: none"> • Innovation management in startups vs. large enterprises - differences in approaches, implications, process, and success criteria. • The relations between innovation and PMF (Product-Market-Fit). • Building and managing an innovation pipeline: from ideation to validation. • Implementing processes and tools for tracking and managing innovation projects.