



WIRTSCHAFT  
**HOCHSCHULE MAINZ**  
UNIVERSITY OF  
APPLIED SCIENCES

# Innovation & Future Leadership (E) (IFL)

20060 Marketing 2

Monday, 17:00 – 20:15 CET

# The Goal

Man soll Denken lernen,  
nicht Gedachtes!

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Learn to think,  
not what  
others thought!



Cornelius Gurlitt(1850 - 1938),  
German Architect and Art Historian



# WHY choose IFL ?

- Digitalisation challenges the status quo - Product Management reengineered
- A new Marketing Paradigm goes beyond customer focus
- The Future needs new competences in creativity and leadership
- A taste of the future: collaboration in diverse teams, agile networking, navigation over governing...

## Innovation & Future Leadership (E) 20060 Marketing 2

### RELEVANCE: Value adding in the digital age

The product had been the hero and heart of Marketing. Then customers became the one and only measure. Virtual platforms like AirBnB, Uber and others and the boost of Artificial Intelligence are revolutionizing our lives. CORONA was more than just 'another kick'. The systematic development of ideas as much as open innovation processes are becoming a prerequisite of success in a digitalized world. The formulation of attributes for real or virtual products, their development from problem recognition via idea management up to sustainable recycling require new competences. Get them!

### GOAL: Leading into an innovative future !

- **Understand** – adequately analyse and evaluate status quo
- **Design** – effectively identify and present operational and strategic options – The Eltville Model
- **Realise** – systematically implement decision making and realisation practice
- **Integrate** – develop and coordinate innovation-related processes along the real and virtual value chain

### KEY CONTENT: Your „Future-Toolbox“

- **Anatomy:** Dimensions, Embeddedness, Analysis
- **Creation:** Opportunity Recognition, Collaborative Creativity, Cloud-Venturing
- **Innovation:** Value Proposition, Objectification, IPR
- **Leadership:** Strategy, Customer-Journey, Story-Telling

Participants can get access to the Leaders Foresight Platform of the FutureManagementGroup AG, Eltville.



# The Future Basis of Success

TK Technology  
Forum 2017



***“To succeed in a digital world, it’s not about technology,  
it’s about the capability of the organization to collaborate.”***

Heinrich Hiesinger, CEO thyssenkrupp AG



New!

WHAT  
to expect:

Innovation-  
& Future  
Leadership

1. **Wrap-up and Introduction**
  1. Elements of Marketing
  2. The Origin of Marketing
  3. The Change of the Paradigm
  4. Broadening the Scope
2. **Goals and Visions in Marketing**
  1. Goal Orientation of Managers
  2. The Power of Visions and Leadership
  3. Definition of Goals
  4. Formal Requirements
3. **Innovation in the Marketing Mix and a VUCA World**
  1. From 4 to 7 P: The Marketing Instruments
  2. Functional vs Market Definitions of Products: 3-5 Level Models
  3. The Embedded Enterprise and the St Gallen Management Model
  4. Change and Innovation in a VUCA World
  5. Productivity through Information: Towards a new Marketing Paradigm
4. **Innovation in the Business Evolution Process**
  1. The importance of 'The Problem'
  2. Serendipity vs Strategic Innovation Processes
  3. The Challenge - Creative Idea Development
  4. The Idea Management Toolbox and Cases

New!

WHAT  
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**5. Value and Value Creation**

1. The Principle of Value-Creation and the Business Model Canvas
2. Value Analysis and the Value Trade-Off: Conjoint Analysis
3. Creating a Value Proposition: Start with Why...?
4. Co-opetition and Value-Networks
5. Creating Future Value – The Eltville Modell

**6. Innovation in the Market – Timely Perspective**

1. The Innovation Process and Lifecycle
2. Determinants of Innovativeness of Organisations
3. Lead-Users and Open Innovation
4. The Entrepreneurial Challenge: From Governing to Navigation

**7. Innovation in the Market – Object Perspective**

1. Protecting Innovation: Intellectual Property Rights and Plagiarism
2. Packaging, Physical Distribution and Sustainability
3. Branding and Neurosciences
4. International Branding

**8. The Danger of successful Innovation**

1. Fail to Succeed
2. 'Jobkiller' - Resistances against the New
3. Grow into Bankruptcy
4. Strategic options

**9. Conclusions**

# Grading

Final marks will be fixed on the basis of two components:

1. Team presentation/project documentation
2. Process reflection and lessons learned

# FAQ

**For any request please mail to  
[matthias.eickhoff@hs-mainz.de](mailto:matthias.eickhoff@hs-mainz.de)**

**or call**

**0170/2382859**

**24/7**