



INNOVATION COMMUNICATION

12-WEEK ONLINE PROGRAM FOR LEADERS AND ENTREPRENEURS

By Dr. Nicole Pfeffermann

Strategy and Communication for Innovation

Innovation has changed in the digital, open innovation age.

Managers deal with complex innovation dynamics and new ways to engage and interact with individuals within and across organizations:

- Understanding strategy communication as a catalyst for innovation
- Managing innovation dialogs and effectively communicating the New
- Creating growth opportunities and impactful, profitable businesses
- Turning a (business) idea into action and long-term market success



SIEMENS



The Difference

Integrated Perspective on Innovation: Bridging the gap between innovation and communication management at both strategic and operational levels

The ability to innovate – i.e. successfully introduce new products and services to the market – is a key success factor that underpins the profitability and competitive advantage of firms.

Ellen Enkel, Head of Dr. Manfred Bischoff Institute for Innovation Management, Foreword 2nd Edition

Ideas are never more valued and debated than when their realization is insufficient. So it is right now with growth and innovation. [...] Reviving innovation is increasingly predicated on effective communication in many important respects.

Martin Reeves, senior partner at BCG NYC, Foreword 3rd Edition

zeppelin universität



The Difference

As innovations are created in social interactions, collaborative innovation is based on communication processes. An interdisciplinary view combining communication science, social theory, and management theory helps to reflect on the communicative dimension of actions and structures constituting today's organizations and their collective efforts to innovate.

Sabine Patsch and Ansgar Zerfass, p. 411-412

The process of innovation involves at least three stages: Leveraging knowledge to generate ideas (idea creation), communicating about the adequacy of novel ideas to the top management based on the firm's strategic objectives (idea translation), and actually making innovative products and processes a reality (idea implementation).

Eduardo Rodriguez-Montemayor, p. 329



12-Week Online Program

Innovation Communication for Leaders and Entrepreneurs

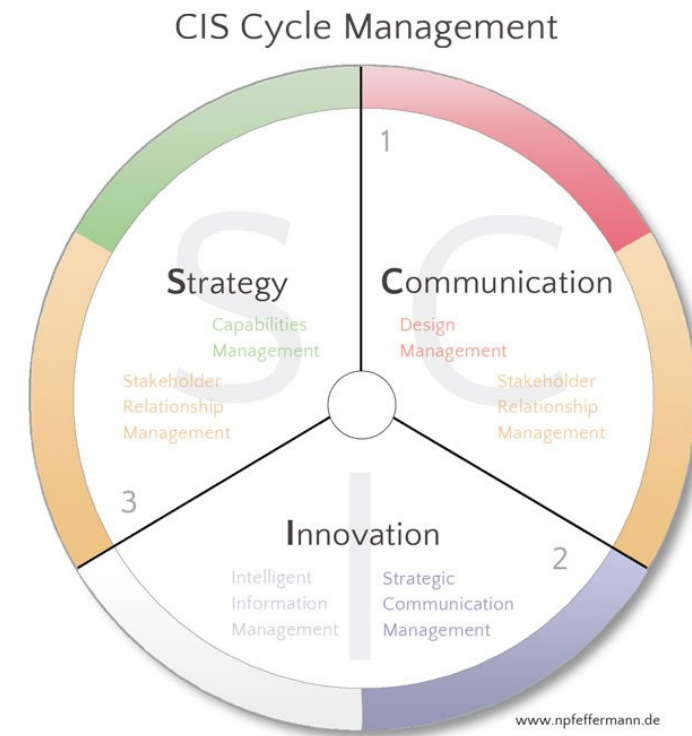
The 12-week online program is a science-based management e-course for changemakers of tomorrow, innovative minds and disruptive gamechanger who want to gain latest insights, new strategic management tools and a compelling knowledge guide to learn more about communication for innovation and how to build and transform impactful businesses in the digital economy:

- **Innovation Dialog:** Being able to communicate effectively is crucial for (corporate) entrepreneurs and innovators in translating ideas into action and achieving market success.
- **Business innovation:** Making better innovation choices and encourage shifts towards new business models involve communicating with employees, partners and new customers.
- **Strategy & Leadership:** Communication supports innovative minds to seize and transform, create and co-create, and align and realign resources with the firm's strategy.

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Innovation Communication for Leaders and Entrepreneurs

- Mastery of the communicating mind and innovation communication skills
- Better understanding of how to communicate the New and develop (new) businesses
- Learning about science-based lean startup and strategic management tools
- Discussing cutting-edge topics and real case examples including exercises

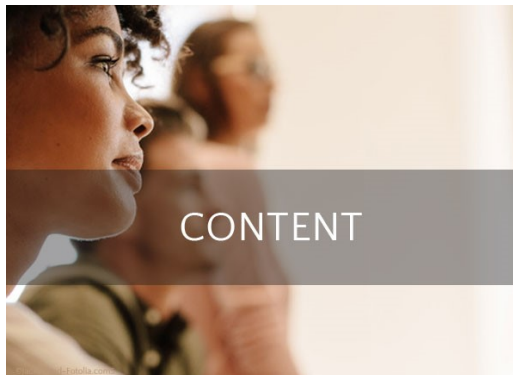


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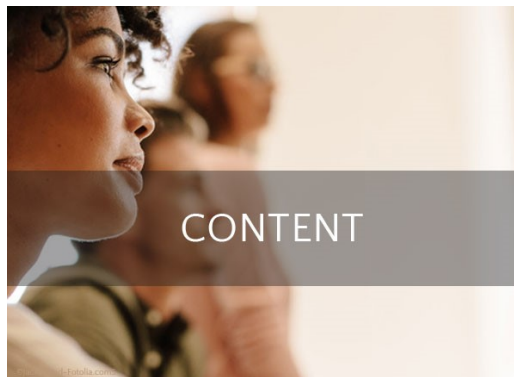
You can participate in the 12-week online program which provides the basics, tools and guidance including latest insights and tips to feel empowered and inspired on your innovation journey. Learn what it really takes to build and amplify your business!

Four Program Packages:



12-Week Online Program

Innovation Communication for Leaders and Entrepreneurs



6 PDF documents:

- 40 pages
- 10 exercises
- Summaries
- Questions

1. CONTENT PACKAGES

The first part of the online program provides self-learning materials which help you understand all the important concepts and apply powerful tools and techniques.

1. Download six PDF files à 40 pages incl. 10 exercises
2. Read approx. 2-4 pages per day and practice your skills
3. Work through reflective questions and read summaries

12-Week Online Program

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3 Review sessions:

10 review pages

3 Q&A live sessions:

à 45-60minutes

2. INTERACTIVITY

The second part of the online program encompasses reviews and online Q&A sessions to reflect on and dive deeper into topics, get answers, and engage in online group discussions.

1. Dive deeper into themes that inform, empower, & inspire
2. Submit reviews & questions and discuss it with peers
3. Get insights, personal tips and follow-ups after Q&As

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Resource Kit (PDFs):

- Course material
- Book reviews
- Latest insights
- Free resources

3. PERSONAL RESOURCE KIT

You can get your resource kit which guides you to the online program and provides best new and current books, reviews, reading lists, and other helpful links and latest insights.

1. Download your personal resource kit (available Jan 28)
2. Discover new great books, articles, videos, and reviews
3. Get free resources, course templates, and updates

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PDF document:

- 30 pages
- 5 exercises
- Summaries
- Questions

4. KNOWLEDGE PLUS

The knowledge plus supports your personal development and leadership skills. You can download this PDF at any time while you are participating in the 12-week online program.

1. Read more about authentic leadership communication
2. Focus on empowering communication techniques
3. Understand dysfunctional communication patterns

12-Week Online Program - I

Innovation Communication for Leaders and Entrepreneurs


START
END

Content I [01/28, Sun]	Content II [02/11, Sun]	Content III [02/25, Sun]	Content IV [03/11, Sun]	Content V [03/25, Sun]	Content VI [04/08, Sun]
	Review I [02/18, Sun]	Review II [03/04, Sun]	Q&A II [03/22, Thu]		Review III [04/15, Sun]
	Q&A I [02/22, Thu]				Q&A III [04/19, Thu]
1	2	3	4	5	6
Basics	Design	Toolkit	Reputation	Co-Innovation	Leadership
Jan 28 – Feb 10	Feb 11 – Feb 24	Feb 25 – Mar 10	Mar 11 – Mar 24	Mar 25 – Apr 07	Apr 08 – Apr 19

Timeline

12-Week Online Program - II

Innovation Communication for Leaders and Entrepreneurs



START

END

Content I [04/29, Sun]	Content II [05/13, Sun]	Content III [05/27, Sun]	Content IV [06/10, Sun]	Content V [06/24, Sun]	Content VI [07/08, Sun]
	Review I [05/20, Sun]	Review II [06/03, Sun]	Q&A II [06/21, Thu]		Review III [07/15, Sun]
	Q&A I [05/24, Thu]				Q&A III [07/19, Thu]
1	2	3	4	5	6
Basics	Design	Toolkit	Reputation	Co-Innovation	Leadership
Apr 29 – May 12	May 13 – May 26	May 27 – Jun 09	Jun 10 – Jun 23	Jun 24 – Jul 07	Jul 08 – Jul 19

Timeline

12-Week Online Program - III

Innovation Communication for Leaders and Entrepreneurs



END

Content I [09/23, Sun]	Content II [10/07, Sun]	Content III [10/21, Sun]	Content IV [11/04, Sun]	Content V [11/18, Sun]	Content VI [12/02, Sun]
	Review I [10/14, Sun]	Review II [10/28, Sun]	Q&A II [11/15, Thu]		Review III [12/09, Sun]
	Q&A I [10/18, Thu]				Q&A III [12/13, Thu]
1	2	3	4	5	6
Basics	Design	Toolkit	Reputation	Co-Innovation	Leadership
Sep 23 – Oct 06	Oct 07 – Oct 20	Oct 21 – Nov 03	Nov 04 – Nov 17	Nov 18 – Dec 01	Dec 02 – Dec 13

Timeline

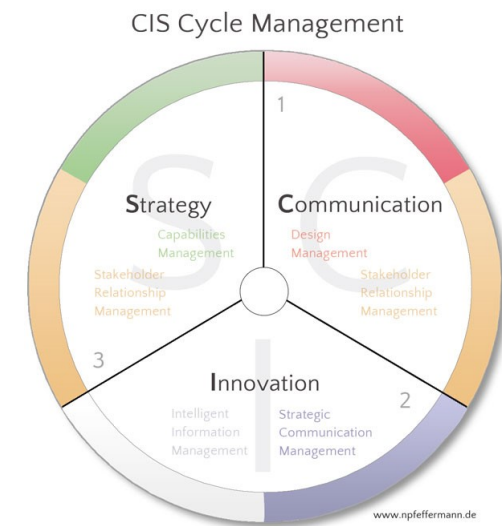
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CONTENT I: BASICS

Strategy and Communication for Innovation

1. Innovative strategies as a catalyst for growth
2. Managing communication for strategic innovation
3. How to effectively communicate the New:
Innovation marketing, marketing diffusion, innovation communication, change



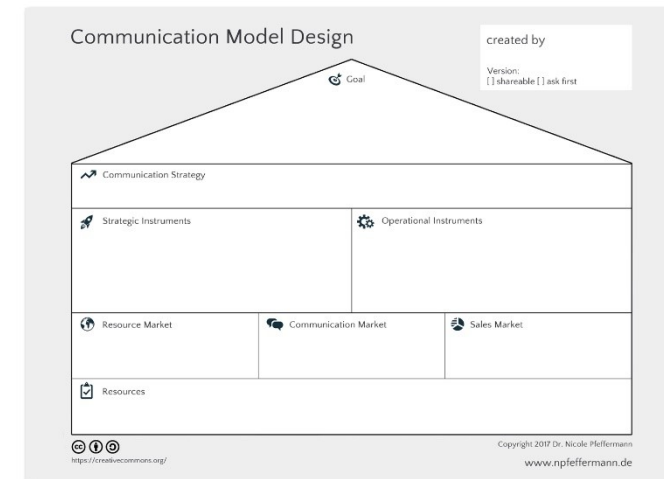
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CONTENT II: DESIGN

Communication Model Design (Tool)

1. Why it matters, building and analyzing it
2. Linking a business model to a smart communication model (in a systematic way)
3. Creating (new) communication strategies



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CONTENT III: TOOLKIT

Innovation Communication Tools

1. Framing, storytelling, pitch, visuals
2. 30 fields and specific tools/channels
3. Innovation communication examples

Communication Intelligence

Communication Intelligence											
Marketing / Corporate Com					Innovation			Development		...	
Branding	PR / Media	Finance / IR	Internal	...	Co-Creation	Diffusion	...	Change	Strategy	...	
Print communication channels											
Face-to-face communication channels											
Digital communication channels											
Network communication channels											
Resources Markets				Communication Markets				Sales Markets			

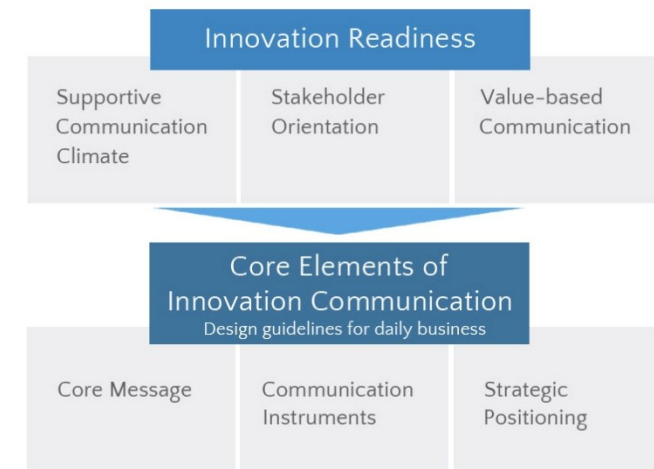
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CONTENT IV: REPUTATION

Communication Capabilities

1. Interaction styles, identification, and trust
2. Innovation communication guidelines
3. Dynamic innovation communication strategies



Adapted from Bruhn & Ahlers, 2014 and Mast, 2014 [Strategy and Communication for Innovation]

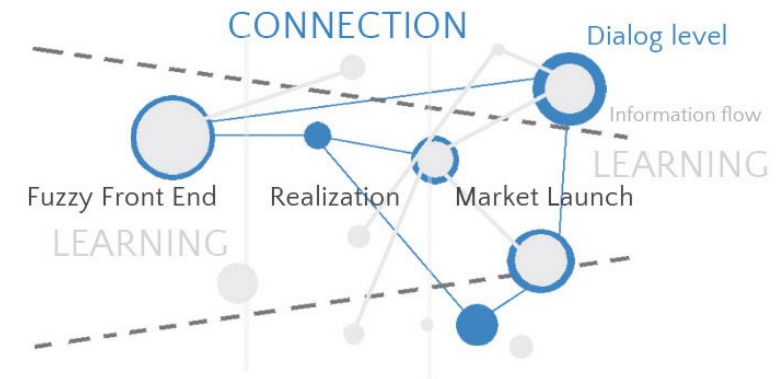
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CONTENT V: CO-INNOVATION

Shared, Open Co-Communication

1. Innovation and communication readiness
2. Strategic entrepreneurship: Communication
3. Community, dissemination, and co-creation



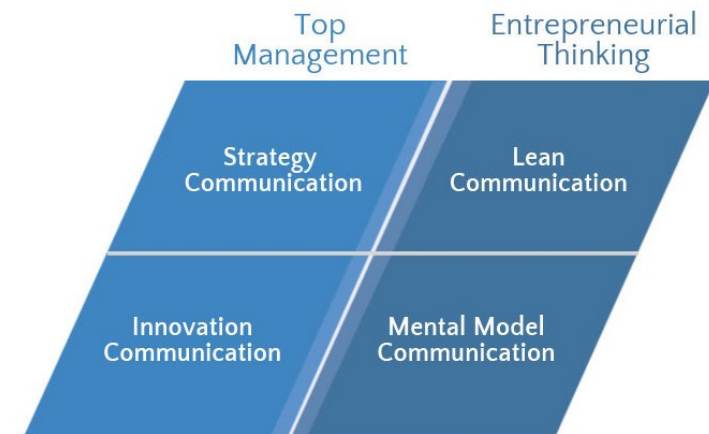
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CONTENT VI: LEADERSHIP

The Communicating Mind (Neuroscience)

1. Strategy versus strategic communication
2. Innovation communication: Being a pioneer!
3. Reflective innovation dialog (tool)



Main Advantages

Innovation Communication for Leaders and Entrepreneurs

- **100% Individual:** Your personal resource kit, knowledge base and solutions whenever and wherever you want to study and explore
- **Empowerment:** Latest insights, better understanding of key concepts and visual lean startup and strategic management tools for daily practice
- **Community Exchange:** Expand your skills and discuss cutting-edge topics, share ideas and learn about real case examples in online sessions

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Innovation Communication for Leaders and Entrepreneurs

The **program eBook** is a compelling knowledge guide for strategists, innovation managers and communication managers who want to learn more about communication for innovation and how to build and transform impactful businesses in the digital age. It contains the six basic content sections of the 12 week online program excluding the reviews, online Q&A sessions, personal resource kit and knowledge + package.



Feedbacks

The way Dr. Nicole Pfeffermann approaches the topics and guide through the workshop is professional, competent and the same time really enthusiastic. *Participant (evaluation sheet)*

I attended three workshops, and was impressed by all of them. Her valuable feedback had a big impact both on my research and my personal skills. *Participant (evaluation sheet)*

The coach did an excellent job. The workshop was really well structured. Her competence in this field as well as in other fields, her tips and insights were really valuable. *Participant*

Totally new to me was that subsequent to the lecture all participants received a sheet with detailed answers to selected questions including concrete proposed solutions. *Sascha Buschbacher, Daimler Innovation Day*

An 'open' but structured approach... I highly recommend this workshop to anyone interested in rethinking where his/her professional career, business or project is going. *Dr. Carlos López-Gómez, University of Cambridge*

Profile



Dr.-Ing. Nicole Pfeffermann
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Dr. Nicole Pfeffermann is an experienced trainer and (co-)editor of the international contributed volume 'Strategy and Communication for Innovation', Springer. She has more than 15 years of professional experience in IT-driven innovation management and communications in logistics, media, (high-)tech markets, and R&D transfer projects. She was visiting scholar at UCLA Anderson, associate researcher at ESCP Europe Paris, trainer at a MS training center, and guest lecturer at the University of Bremen. She also coaches 1:1 students, entrepreneurs and leaders in this field of interest.

Join Us! Let's Get Started...



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BUY ONLINE