

Joint IEEE TMC Benelux/Germany,
GOLD Benelux/Gemany, SB Eindhoven and R8 PA
Two-Day Seminars and Workshops

on

Open Innovation

Oct 24-25 2008, Veldhoven

Bart Meijer & Jan Voûte: Open Innovation; do or die, dare to share!

Dr.ir. Bart R. Meijer is lector in Process- and Production Innovation at Saxion University of Applied Sciences and associate of DIMI. As a lector he is leading application oriented research in innovative manufacturing processes as well as in new business processes that provide the context for these manufacturing processes. His interest in open innovation dates back to his PhD from Delft University of Technology on "Organization Structures for dealing with complexity".

Ir. Jan H. Voûte is founder and managing director of DIMI, the Dutch Institute of Management & Innovation, a Think Tank for innovative management approaches in innovation.

Organization of innovation, the topic of his recent lectorate, is presently his core-business as an entrepreneur, primarily in valorization projects of high tech research. Jan is chairman of Technology Matching & Management partners, a cooperative for Open Innovation.

Open Innovation is a way to increase the leveraged resources and the diversity of parties involved in the development processes. The increased complexity should be offset by breaking out of the constraints of resources and experience, not only "thinking out of the box", but also "working out of the box".

The right product available at the right time then becomes reality if we are able to effectively share our resources and ambition. From the business perspective this provides a reduction of complexity.

This workshop will focus on the practicality of it all.

The tools for effective innovations are scarce, the tools for Open Innovation are even more so.

The key element of any process improvement is learning "on the job". Learning in a complex and sometimes chaotic environment as innovation requires special care to discern the patterns in the process for re-use. In traditional organizations this can be rooted in "lean innovation".

An import part in concurrent innovation is synchronization & communication of converging goals and tasks in a complex and often iterative process. Goals and resources change on-the-fly, information is scarce and there is little or no room for experiment in view of limited resources and time to market(window). O, yes of course, first-time-right is a requirement for customers and quality anyhow.

In Open Innovation this translates into a higher level as the added complexity of diversity needs to be leveraged. Of course the added resources, both in capacity and competence are fine but can we point them in the right direction within the constraints of different company cultures, -languages and -goals?

If one company is boss, f.i. the retailer in the Metro Case, that helps to keep the noses straight. But the stability of the joint business case also requires dynamic management and organization as partners rise and fall in their respective home markets & core competences. In this workshop we will touch on these requirements as well, but the main course will be the challenge to cooperate and improve ourselves in Open Innovation teams within that constraint.

Your own experience in product development and innovation in traditional settings is important. Specific tools for Open Innovation need to lean on these heuristics of innovation as well as provide specific tools to support diversity.

We would like to help you translate your experience toward the special area of Open Innovation in an interactive network setting and will use our own experience to provide some of the necessary tools.