

OPEN INNOVATION FOR LEADERS



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TRAINING CENTER



Step 1 Classification

Category: Business & Management Excellence Courses Subcategory: Entrepreneurship & Innovation Training Courses Next-best alternative: Technology, AI & Digital Innovation Innovation Tools Training Courses

Keywords: Open Innovation for Leaders Course
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Open Innovation for Leaders Course

Introduction

No organisation innovates well behind closed doors alone. Open innovation has become a core leadership discipline, connecting internal capability with external partners, startups, universities, and customers. The Open Innovation for Leaders Course prepares executives and innovation managers to design and run open innovation programmes that produce real commercial results. Participants learn how to define innovation challenges, scout external solutions, structure partnerships, protect intellectual property, and measure return on innovation. Furthermore, the course covers ecosystem building and corporate-startup collaboration models. As a result, leaders leave able to move innovation from scattered experiments to a managed, repeatable source of competitive advantage.

Open Innovation for Leaders Course Objectives

- Distinguish closed, open, and collaborative innovation models and when each applies.
- Apply the Chesbrough open innovation framework and the innovation funnel to real portfolios.
- Run structured innovation challenge definition using Jobs-to-be-Done (JTBD) and problem framing.

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- Scout external technologies and solutions through technology scouting and horizon scanning.
- Evaluate startup partnerships using due diligence and readiness assessment tools.
- Design collaboration models including accelerators, pilots, joint ventures, and corporate venture capital.
- Manage intellectual property, licensing, and confidentiality in open collaboration.
- Build an internal innovation culture using the Ambidexterity model and innovation metrics.
- Apply stage-gate and lean startup validation methods to innovation projects.
- Measure innovation performance with KPIs such as time-to-market and innovation revenue ratio.

Course Methodology

- Interactive workshops led by innovation and corporate venturing practitioners.
- Case studies of open innovation programmes in technology and industrial firms.
- Scouting exercises using problem statements and technology radar mapping.
- Group work on partnership models and deal structuring.
- Simulation of corporate-startup pilot design and negotiation.
- Structured debate on IP protection versus openness.
- Capstone project: presenting an open innovation programme blueprint.

Who Should Take This Course

- Executives sponsoring innovation and growth agendas.
- Innovation, R&D, and product development managers.
- Corporate venture and partnership leaders.
- Strategy and business development directors.
- Technology and digital transformation managers.





- Ecosystem and accelerator programme managers.

Open Innovation for Leaders Course Outlines

Day 1: Foundations of Open Innovation Leadership

- From closed innovation to open and collaborative models.
- Chesbrough's open innovation framework and its core concepts.
- The innovation funnel and inbound versus outbound innovation.
- Leadership behaviours that support experimentation.
- Innovation strategy linked to corporate growth objectives.
- Barriers to openness: culture, IP, and risk aversion.
- Exercise: assessing an organisation's innovation posture.

Day 2: Defining Challenges and Scouting Solutions

- Framing innovation challenges with Jobs-to-be-Done (JTBD).
- Writing clear problem statements and success criteria.
- Technology scouting methods and horizon scanning.
- Building a technology radar and solution landscape map.
- Screening external solutions with scoring criteria.
- Running open calls, hackathons, and innovation challenges.
- Workshop: drafting an innovation challenge brief.

Day 3: Partnering with Startups and Ecosystems

- Startup readiness and capability assessment.
- Collaboration models: pilots, accelerators, joint ventures, and CVC.

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- Structuring proof-of-concept agreements and milestones.
- Ecosystem mapping and partner selection criteria.
- Managing cultural gaps between corporates and startups.
- Governance for partnership portfolios.
- Simulation: designing a corporate-startup pilot.

Day 4: IP, Legal Frameworks, and Risk Management

- Intellectual property types, ownership, and licensing basics.
- Confidentiality, NDAs, and information boundaries.
- Balancing openness with competitive protection.
- Managing open source and third-party dependencies.
- Contract structures for co-development and revenue sharing.
- Risk assessment for external innovation partnerships.
- Case exercise: negotiating IP terms in a partnership.

Day 5: Culture, Metrics, and Scaling Innovation

- Building ambidextrous organisations: explore and exploit.
- Stage-gate and lean startup validation approaches.
- Innovation metrics: pipeline health, time-to-market, and innovation revenue.
- Scaling successful pilots into business units.
- Governance, funding, and decision rights for innovation.
- Lessons from failure and portfolio learning.
- Capstone project: presenting an open innovation blueprint.





Conclusion

By successfully completing Open Innovation for Leaders, participants will have acquired practical knowledge of open innovation models, challenge framing, technology scouting, startup partnering, IP management, and innovation measurement. They will understand how to build an ecosystem, structure collaboration agreements, and scale validated pilots. In addition, they will gain confidence in leading a culture that rewards experimentation. Gentex Training Center builds this programme around applied practice, so leaders return ready to turn external ideas into measurable business value.

FAQs

Q1 What is the "Open Innovation for Leaders" course about?

It explains how organisations find and use ideas from outside their own walls. Participants learn how to frame innovation challenges, scout external solutions, partner with startups, manage IP, and measure innovation results. The course treats open innovation as a leadership discipline rather than a side project.

Q2 What are the key benefits of the "Open Innovation for Leaders" course?

It helps leaders build a repeatable innovation engine instead of isolated experiments. Participants gain a structured scouting and partnering method, sharper risk and IP judgement, and clear metrics for innovation performance. Organisations benefit from faster access to external technology and lower development risk.



Q3 What skills will I gain from the "Open Innovation for Leaders" course?

Participants gain open innovation strategy design, technology scouting and solution evaluation, startup partnering and ecosystem management, and innovation portfolio measurement and scaling.

Q4 What tools, methods, or standards are covered in the "Open Innovation for Leaders" course?

The course covers the Chesbrough open innovation framework, the innovation funnel, Jobs-to-be-Done (JTBD) problem framing, technology scouting and technology radar mapping, horizon scanning, proof-of-concept agreement structures, corporate venture capital and accelerator models, stage-gate and lean startup validation, the ambidexterity model, and innovation KPIs.

Q5 How is the "Open Innovation for Leaders" course applied in real-world practice?

Leaders apply it by publishing innovation challenges, running scouting cycles, and screening external solutions against clear criteria. They then structure pilots and partnerships, negotiate IP and confidentiality terms, and scale validated concepts into business units, turning outside ideas into measurable revenue.