

Innovation Fitness Test

The University of Exeter invites you to an event at the Innovation Centre to look at how organisations deliver innovation.

Using the 'Innovation Fitness Test', Keynote Speaker, Professor John Bessant will provide a framework for managing innovation.

Wednesday 17 February 2010

University of Exeter Innovation Centre, Phase II

- 17:30 **Registration – food and drink reception available for all guests**
- 18:00 **“The Innovation Fitness Test” Professor John Bessant**
- 18:30 **“The Innovation Challenge” Working in Strategic Learning Groups**
- 19:10 **“The next steps” Professor John Bessant**
- 19:30 **Networking**

This event will be similar to the innovation fitness test on 25 September 2009

**contact us
today to book
your place on
this event**

Innovation matters.

Charles Darwin had it right in his famous statement – *“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”* In business terms, if we don’t change what we offer the world – our products and services – and the ways in which we create and deliver them – our processes – then we may not be around much longer!

So far, so obvious. But the real innovation challenge isn’t about recognising the need for it – it’s making it happen. And, even more important, being able to repeat the trick. Any organisation might get lucky once, but successful businesses need to deliver a steady stream

of innovations if they are to grow. So what’s the secret of managing innovation? What have we learned – and what can we do – about creating the conditions in which innovation is likely to become a mainstream part of the company DNA?

This fitness test will begin to explore this question, drawing on research and on experiences of successful innovating businesses in a range of sectors. It will give you the chance to reflect on how well your organisation is geared up for managing innovation – and offer some advice and guidance about what you might do to build and strengthen your innovation capabilities.



Professor John Bessant BSc, PhD



Originally a chemical engineer, John has been active in research and consultancy in technology and innovation management for over 25 years. He currently holds the Chair in Innovation and Entrepreneurship at the University of Exeter and is also director of research and knowledge transfer for the University of Exeter Business School. In 2003 he was awarded a Fellowship with the Advanced Institute for Management Research and was also elected a Fellow of the British Academy of Management. He served on the Business and Management Panel of both the 2001 and 2008 Research Assessment Exercises. He has acted as advisor to various national governments and to international bodies including the United Nations, The World Bank and the OECD.

He is the author of 15 books and many articles on the topic and has lectured and consulted widely around the world. His most recent books include *Managing Innovation* (now in its 4th edition) and *High Involvement Innovation**.

* both published by John Wiley and Sons

If you would like to attend this complimentary event please RSVP to:

Pete Hodges

Telephone: 01392 722321

Email: p.j.m.hodges@exeter.ac.uk

and get your 'Innovation Fitness Test' to complete prior to the event.

All respondents will receive an innovation Fitness Test via email to complete prior to the event.

When confirming your attendance, please notify us of your method of transport to the University. Our campus is undergoing extensive development which is limiting car parking, so we would ask that you consider other options such as our excellent train links. We are able to assist you with transport and accommodation if you wish.

