

# CAS in Innovation Implementation



# CAS in Innovation Implementation: Overview

The CAS in Innovation Implementation helps to overcome the cultural barriers of innovation

## Profile and Content

- **Organisational Change Management** is one of the **key elements of strategic leadership** and includes a fundamental understanding of how organisations can be strategically aligned and developed
- This course covers all relevant topics related to organisational change focusing on **change communication, digital readiness of staff, competence development, systemic leadership and strategic workforce management**
- Participants are **either executives, HR manager or change managers** who intend to update their knowledge in organisational development and organisational change



## Curriculum & Teaching Format

- **German or English**
- **8 modules in total**
- **Each module consists of 3 steps:**
  - Content delivery
  - Application on own business, supported by peers and mentors
  - Final presentation and discussion to/by mentors and peers

## Timeline, Effort & Costs

- **Time effort:**
  - Approx. 8 days on-side
  - Approx. 16 days online, divided into sessions of 2-3 hours each
  - Additional effort for self-learning and application (on responsibility)
- **Fee of 11.500 CHF per participant**

## Key Take-Aways

- **Certificate** of Advanced Studies in Innovation Implementation of the University of Lucerne
- **Comprehensive** and state-of-the-art **overview of innovation and change management**
- **Mentoring by peers and experts** on the **application** of all content on your **specific firm situation**

# CAS in Innovation Implementation: Your Key Benefits

The CAS teaches you how to implement your innovation project and how to embed innovation in the company



## Concrete implementation of your innovation project

### Change Management for Innovation

Understand, identify and overcome cultural and human barriers to your innovation project.

### Organisational Development for Innovation

Understand the importance of continuous learning and teamwork for your innovation project.

### Dev. Ops and Agile Structures

Use and build agile structures to drive innovation.

### Change Communication for Innovation

Communicate innovation plans to top management and employees.



## Embedding innovation in the company

### Digital Readiness

Implement new skills and mindsets to drive digital innovation.

### Development of Innovation Competencies

Leverage individual development through the use of strategic development tools for teams and units.

### Systemic Innovation Leadership

Use of holistic leadership concepts for innovation projects.

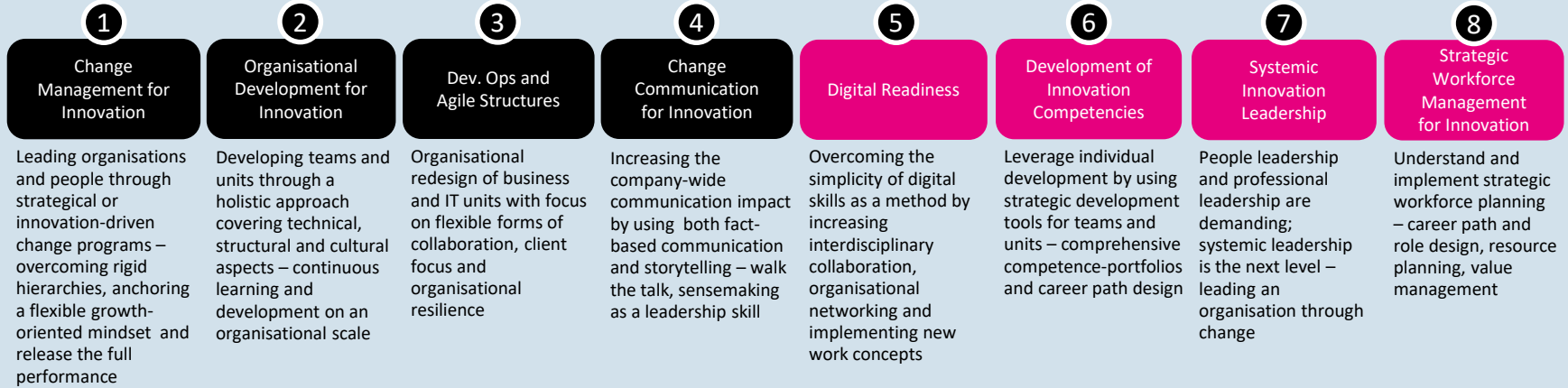
### Strategic Workforce Management for Innovation

Embed innovation projects in the company's human resources development.

# CAS in Innovation Implementation: Modul Overview

The CAS embraces 8 modules over a time of one year – Three key steps for each module

Overview on Modules



Teaching per Module



# CAS in Innovation Implementation: Teaching Team

Our teaching team and experts are managing the course and are your go-to-persons for all of your questions



**Dr. Bernhard Lings**

Program Coordinator /  
 Lecturer  
 Expert on Innovation and  
 Ecosystems

## Current Position

- Member of the board of directors IMA  
University of Lucerne, Head Area Innovation
- Visiting Professor Aalborg Business School
- Research Affiliate University of St. Gallen

## Background/ Education

- Dr. oec. HSG in Innovation Management
- M.Sc. in Management, M.Sc. in Engineering
- Background as consultant at Roland Berger  
Zurich, PostDoc at Imperial College  
London, Project Manager at University of  
St. Gallen



**Dr. Franca Burkhardt**

Lecturer  
 Expert on Organisational Studies

## Current Position

- Founder Bandy Analytics GmbH
- Associate Fellow HSG for Organisational  
Development

## Background/ Education

- Dr. rer.soc. HSG in Organisational Studies and  
Cultural Theory
- M.Sc in Political Science and Public Policy  
Analysis, University of Geneva
- B.Sc in Social Sciences, Sociology and Psychology,  
University of Fribourg