

WELCOME!



Managing Change & Innovation

FALL 2023 – YOUR DELIVERABLES

Evert Baarspul MBA

+ Your learning goals:

To familiarize yourself with:

1 forces of change & innovation

2 the management principles & processes used

3 a variety of viewpoints & concepts used in organizations

& at the end of the course

4 be able to apply basic change & innovation skills to projects, teams & yourself



+ Your investment

* *YOU are the manager of your minor*

- ✓ **Explore, organize, create**
- ✓ **Be prepared**
- ✓ **Work individually**
- ✓ **Work together**
- ✓ **Give feedback to fellow students**
- ✓ **Reflect on yourself & work**
- ✓ **Meet deadlines**
- ✓ **Hand in deliverables**
- ✓ **Fulfill your personal learning goals**
- &
- ✓ **Enjoy the exploration & journey!**



+ Your destination

* ***YOU are the manager of your minor***



✓ ***Enjoy the exploration & journey!***

+ Sharpening your MCI senses: classes, topics & teacher

- 2 classes per week
- Teacher Evert Baarspul
- Study material in class & MS Teams



PLANNING MCI FALL 2023		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
		11-15 Sep	18-22 Sep	25-29 Sep	2-6 Oct	10-13 Oct	23-27 Oct
Team	Topic: <i>Change</i>	Managing Managing	Managing Structures	Managing Communication	Managing Differently	Hotspot vist & updating Business Idea	Managing teams & Yourself
YOU	<i>You are the manager of your Minor *</i>						
Team	Topic: Innovation	Exploring Innovation <small>Start Business Idea</small>	Exploring Trends <small>BI</small>	Exploring Views <small>BI</small>	Exploring Biomimicry <small>BI</small>	Hotspot visit & updating <small>BI</small>	Exploring Creativity <small>BI</small>

*** YOU are the manager of your minor, change & skills**



+ Your deliverables



To do and deliver:

Team (50% of the Grade)
Due on 6 November 2023

Individual (50% of the Grade)
Due on 9 November 2023

Business idea & Storyboard that will
contribute to Doughnut Economy

Personal
reflection

Powerportfolio
(Content, concept,
creativity,
connectivity)

Develop a
sustainable
business idea

Clearly show
the topics
covered in the
course and own
insights

Demonstrate
team
effort (Pictures,
clips, logs)

4 pages content
+ storyboard
(professional
business report)

Including
Leading Yourself
review & A'dam
Visit

Guidelines will
be uploaded on
MS teams for
assessment

Buildup your
personal
portfolio & show
weekly upload
in MS teams (2
slides/week)

Merge your
portfolio with 2
fellow students,
and everyone
submits the
common
document

**Check registration
in Osiris for grades
& re-sits (if needed)**

+ Your deliverables



To do and deliver:

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Business idea & Storyboard that will contribute to
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Develop a
sustainable
business idea

Clearly show the
topics covered in
the course and
own insights

Demonstrate team
effort (Pictures,
clips, logs)

5 pages content +
storyboard
(professional
business report)



++ Your task & deliverable: creating and managing a business idea

- **Each team is asked to create a business idea**
- **The business idea contributes to one of the areas of social foundation as mentioned in the Doughnut Economy**
- **apply the 5 steps of Design Thinking to make your idea clear**
- **Use a business idea storyboard (8-10 panels) to sketch these steps**
- **Add a 5 page manual to this storyboard explaining the business idea and showing application of concepts of the MCI course, team thinking & basic business planning**

SEE FURTHER STRUCTURE IN NEXT SLIDES



Example report structure

(see next slides as well)



1	MANAGING INNOVATION	Finding & introducing your idea
		Desingning your idea (applying 5 Design Thinking steps
2	MANAGING INNOVATION	Visualizing your idea (storyboard)
1	MANAGING MANAGING	Explaining how your idea will create value (for clients, customers , prospects, users or consumers)
		Explaining how your idea will contribute to the Doughnut Ecoconomy (to which segements & indication to what extent)
2	MANAGING MANAGING	
		Demonstrate applied managerial & project management tthinking (how to set it up, put it into practice, proces, structure, first results etc.)
3	MANAGING MANAGING	
A	APPLYING MCI CONCEPTS	Can you use examples of MCI course content & concepts for your business idea?
B	DEMONSTRATING TEAM EFFORT	Who has done what? Proof of team effort?

+ Managing Innovation 1

■ Finding your idea.

& Designing your idea



DESIGN THINKING

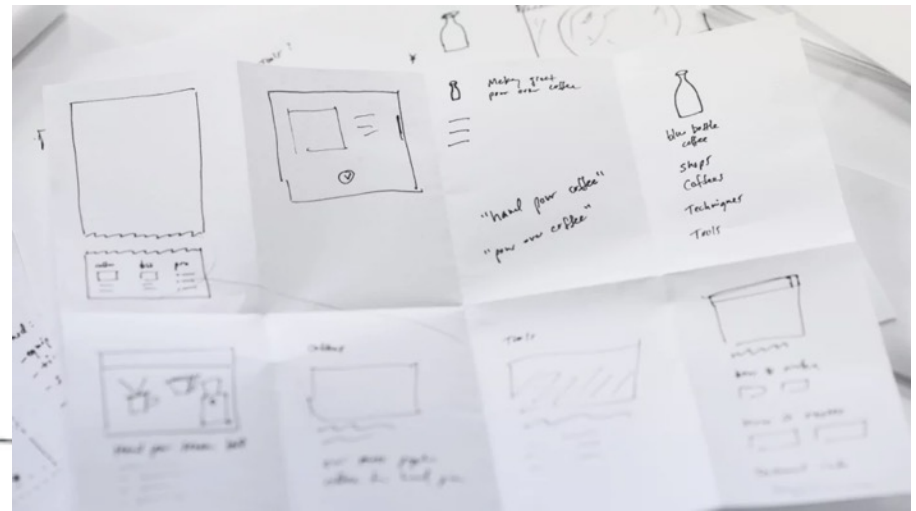
Design thinking minimizes the risks of innovation by engaging customers or users through a series of prototypes to learn, test & refine concepts.



<p>Learn about the audience</p> <p>Observe & Interview</p> <p>Listen</p> <p>Ask questions</p>	<p>Define your scope</p> <p>Look for patterns & insights</p> <p>Question assumptions</p> <p>Frame your P.O.V</p>	<p>Come up with many solutions</p> <p>Experiment</p> <p>Co-create with team members</p> <p>Brainstorm & select</p>	<p>Think big, Act Small, Fail Fast</p> <p>Gather feedback</p> <p>Learn from users</p> <p>Refine</p>	<p>User testing and surveys</p> <p>Evaluate</p> <p>Gather Learnings</p> <p>Iterate & Scale</p>
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+ Managing Innovation 2

- **STORYBOARD:** visualizing your idea and its application



+ Managing Managing 1

- The core idea that is meeting a need for which people like to reward you = creating value



Trends emerge as innovators address people's basic human needs and wants in novel ways.



Managing Managing 2



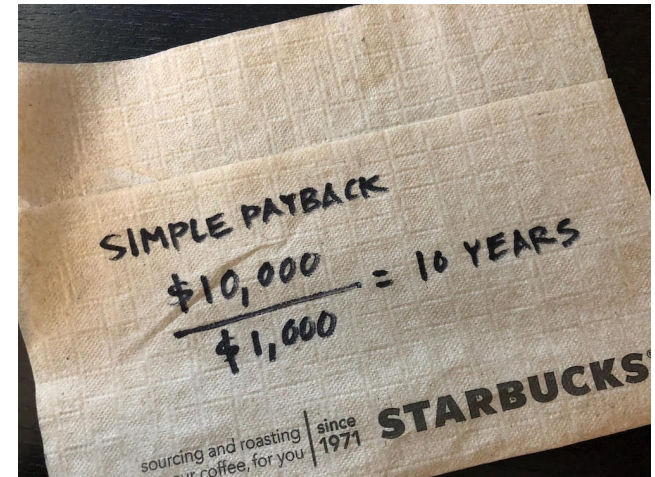
Trends emerge as innovators address people's basic human needs and wants in novel ways.

- The core idea that is meeting a need for which people like to reward you = creating value in a sustainable way



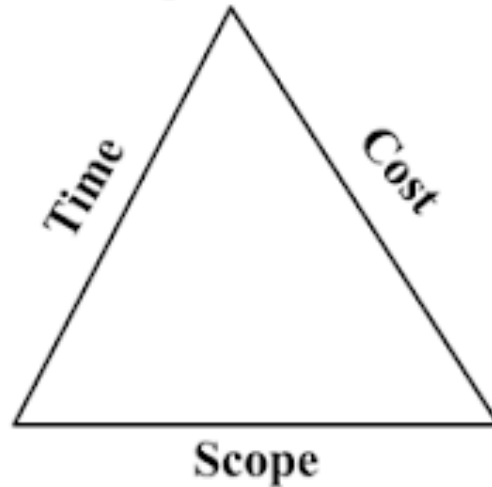
+ Managing Managing 3

- Doing the work
- Apply basic reality checks:
- Apply basic management thinking
- Apply project management thinking
- Demonstrate results (income, turnover, return, payback,...)

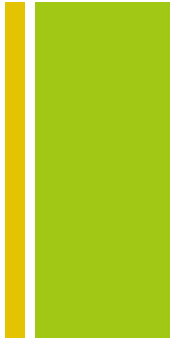


+ Basic Project Management

The Triple Constraint



+ Applying MCI concepts

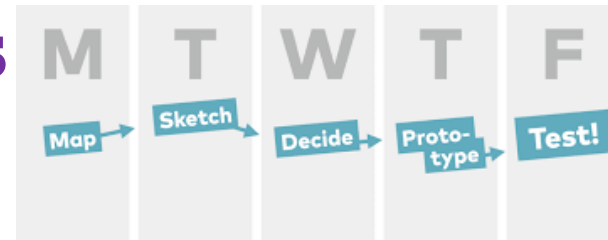


- **How to embed idea in an organizational setting?**
- **How to manage it?**
- **What basic needs/wants are met?**
- **What's your catch/core idea here?**
- **What innovative/creative/other views to incorporate?**
- **How to use our team's capabilities & talents?**
- **Does it need adaptation to other markets & cultures?**
- **How to do it?**



+ Example process steps

Business Idea



- **Today (this class) work in your team on: 1) further understanding core of an business idea 2) exploring own business ideas 3) 1st exchange with each other & other teams**
- **This week: further working on your idea e.g. by applying Design thinking steps, drawing up a 1st storyboard**
- *(Tip: bring stuff to write down, sketch, post-it notes and more)*
- **While doing so keep on exploring task, deliverable & understanding, setting up your project, process, tasks, roles, desired quality e.a.**
- **During coming time: apply MCI course concepts to your deliverable, doing own research & the Mum/Dad test?**
- *This & next week continue working on business idea in teams, bringing in Project Management thinking & doing, further exchange with other teams & lecturer*
- **Start next week: Reality check: discuss how to plan time & actions to deliver task up to your quality standards on _____ (you chosen deadline)**

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Course concept **Managing Change & Innovation**



+ Your deliverables



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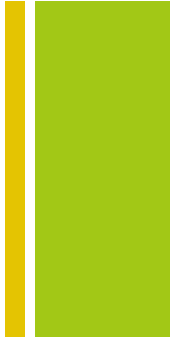
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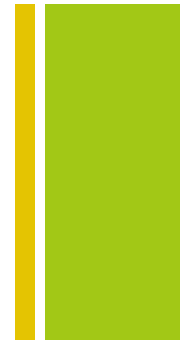
A) Individual reflection 1



- **Please reflect on what you have learned in the MCI course (and in the minor so far).**
- **In week 1 you have written down your learning goals in your personal profile.**
- **Have a look at your learning goals and contemplate on following points:**



Individual reflection 2



- - To what extent do you think you have been achieving your goals?
- - What went differently?
- - What would you change/do in another way because of this?
- - What did you miss/like to have added to the course in meeting your goals?
- - Perhaps you have learned something new or what you did not expect: what was most striking in what you did/experienced?
- - What are you taking home/back to your university? What are you going to apply in study & work?
- - What would you further like to explore in the field of MCI?
- - Your own further questions/observations/ideas/points you would like to share?

You can use your learning goals, homework assignments, in-class/online exercises, visits, lectures, articles, experiences e.a. as a basis for this reflection



Individual reflection 3



- **NOTE:**
- Following this please note that the questions given above are meant as a support to get you started writing your reflection
- As you are doing a minor of your own choice it is expected that your reflection truly shows the depth and quality level of 3rd & 4th year students
- Following from this just giving short answers to these questions most likely will not provide enough content to obtain a pass
- Hand in date **9 November**

Good luck!



Individual reflection 4



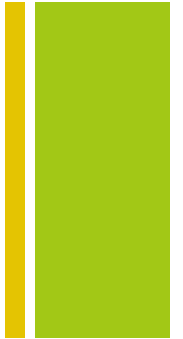
Deliverable is a report containing:

- 1) **front page + name**
- 2) **your learning goals as written & uploaded in week 1**
- 3) **two A4 pages reflection (appr 800-1000 words) in Word**
- 4) ***attachment 1*: The Leading Yourself assignment based on Porter's article (6th week as presented in class & hand-outs)**
- 5) ***attachment 2*: short update on progress in mastering your new skill (4th week assignment)**

■ ***Please note: your report has to contain all these 5 parts in order to be assessed***



B) Your powerportfolio



Powerportfolio (Content, concept, creativity, connectivity)

Buildup your personal portfolio & show weekly upload in MS teams (2 slides/week)

Merge your portfolio with 2 fellow students, and everyone submits the common document

- **Tip: plan meeting for at least 1,5 hour**
- **Have your own powerportfolio prepared**
- **Exchange your views, concepts, ideas**
- **Find the best of 3 worlds and merge them into one**
- **Check the 4Cs & does your work meet your own quality requirements?**



**DONT
ASSUME
AND
DOUBLE
CHECK**

KeepCalmAndPosters.com

+

**Good luck with your BUSINESS
IDEA!**



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Course concept **Managing Change & Innovation**



+ Applying course concept to support largest MCI-project





Evaluation form: your views are most welcome!



Start evaluations for International Business

Please ask your students to participate in the listed surveys

The evaluation(s) shown below will start today. We kindly ask you to ask your students to take these survey(s) during your class. You can write down the evaluation code (shown next to the evaluation) on the blackboard and ask your students to go to <https://app.evalytics.nl/#> and start this evaluation. Alternatively you can login to the portal <https://portal.evalytics.nl/#> and find the evaluation you want the students to fill in. Press the button "Evaluate now" and follow the instructions.

MI-MANCHAN-18 Term A 23-24

Evaluation term: 10-10-2023 - 27-10-2023



Download

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спасибо 谢谢
GRACIAS

THANK YOU

ありがとうございました MERCI

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