

# MBA DAY 2023: Workshops lead by alumni & learners (Morning)

## **Innovation Management by Mr Claudio TRUZZI**

This 60-minute workshop offers a comprehensive and in-depth exploration of the innovation management process, encompassing idea generation, assessment, development, and execution, where participants will gain valuable insights into the methodologies and strategies employed by leading organizations to drive growth and maintain competitive advantage. They will also examine the four types of innovation—product, process, business model, and organizational—and learn how to strategically leverage each one within their organizations. We will analyze a real-world business case, to get the opportunity to apply the concepts discussed and develop innovative solutions collaboratively. This exercise serves to deepen participants' understanding and enhance their problem-solving skills in the context of innovation management. Beyond theoretical knowledge, the workshop will tackle pragmatic approaches to overcoming prevalent obstacles to innovation and nurturing an environment that promotes creativity and progressive thinking. Upon workshop completion, participants will acquire a well-rounded grasp of innovation management and a set of actionable instruments to incorporate within their organizations.