

Strategic Leadership for Responsible Innovation



Start Date:
Oct. 31, 2017

Course Length:
4 weeks

Estimated Effort:
**4 - 5 hrs
p/week**

Fee:
€ 495

More successful innovations with fewer risks

Are you an engineer, business executive, developer or manager with great ideas and eager to think 'out-of-the-box' about social responsibility and technological innovation? Join us and learn how to implement those innovative ideas within your organization.

Implementing a Responsible Innovation approach has a demonstrable impact on the competitiveness of companies as a result of a better societal and ethical acceptance of their products. But leading this process and integrating this concept in your business is not an easy task.

Create followers that buy into your radical solution!

Based on our latest research and experience with international projects, this course will help you implement our Responsible Innovation approach and ensure the viability of your business. In this online course you will learn how to operationalize leadership to get all stakeholders on board and get things done.

Personalized feedback

You will receive personalized feedback from TU Delft experts, which will allow you to tailor your own Responsible Innovation approach to the needs of your own organization.

By the end of this course, you will be able to:

- Formulate and implement a responsible technological innovation strategy for entrepreneurial enterprises (large and small).
- Assess the implications of Responsible Innovation for your innovation strategy.
- Integrate Responsible Innovation in your innovation strategy, in your business models and in your CSR policies, and convince your shareholders and CEOs of its benefits.
- Lead an innovation process based on the principles of Responsible Innovation within your organization.
- Reduce the risks associated with launching new technologies and increase the competitiveness of your company.
- Avoid the pitfalls of over-engineering.



Robert Verburg
Associate Professor in
Management at Delft
University of Technology

“Whether you are interested in frugal innovation, your organization is expanding or you are shifting your entire business, this course will help you add a new dimension to your innovation process and make a viable business out of it. This will have a clear spin-off value for your reputation, competitive advantage and long term value.”

Enroll now!

<http://bit.ly/responsible-innovation>