

Mindset and Technology

Key Performance Indicators of Global Innovation

Settings

Duration: 1 day

Venue: Vienna

Lecturer: Eddie Nudel (Appsflyer) and Ludovit Garzik (Innovationorbit)

Format: Workshop

Next date: November 5, 2024

Seats are provided on a first come/first serve basis.

Apply via team@innovationorbit.com

Cost: 1 day workshop incl lunch and coffee: € 1350,- (+VAT)

Description

This workshop will be a fascinating exploration of the interdependencies between mindset and technology. Participants will on the one hand learn about the powerful ways in which our mindset shapes our relationship with technology and on the other hand how technology influences our mindset. Through interactive discussions and practical exercises the group will discover strategies to cultivate a growth mindset in the digital age and navigate the challenges of constant innovation. Whether you're a tech enthusiast, a business leader or simply curious about the future of human-technology interaction, this workshop offers valuable insights to thrive in today's rapidly evolving world.

Contents

Block 1

- How can you improve Market Share and Competitive Positioning?
Analyzing changes in market share and competitive positioning can reflect the impact of innovation efforts on the organization's overall performance and market presence.
How to scale and grow a company in a competitive landscape?
How to develop a compelling value proposition for your target audience?

Block 2

- The sparkling success in the combination of mindset and technology has many colors in different global cultures and innovation regions
Why are some regions in the world more successful in innovation than others?
Which control handles do you have to turn in order to accelerate transformation?

Block 3

- How can you be super-efficient in daily operations?
How to master the art of pricing strategies for different business models.
How to implement pricing strategies to maximize customer value while using best practices operational practices?

Block 4

- Can the focus on social capital be a booster for the performance of the team?
- Why should you team up your open mindset with up-to-date technology?

Some Details attached:

Do you need an idea about what kind of indicators should be addressed?

Here are some examples:

Number of Patents Filed: This indicates the level of innovation within an organization or industry. It reflects the number of new inventions or discoveries being made.

Revenue from New Products/Services: Tracking the revenue generated from products or services introduced within a certain time frame can measure the effectiveness of innovation in driving business growth.

R&D Investment: The amount of resources allocated to research and development activities can indicate the commitment to innovation within an organization.

Time to Market: Measuring the speed at which new products or services are brought to market. A shorter time to market indicates the efficiency of innovation processes.

Customer Satisfaction and Feedback: Monitoring customer satisfaction and gathering feedback on new products or services can provide insight into their acceptance and success in the market.

Employee Engagement in Innovation: Tracking the level of employee involvement in innovation activities, such as idea generation, participation in innovation programs, or implementation of new processes, provides deep insights into the innovation culture.

Partnerships and Collaborations: Assessing the number and quality of partnerships with research institutions or startups can indicate the effectiveness of leveraging external resources for innovation.

Market Share and Competitive Positioning: Analyzing changes in market share and competitive positioning can reflect the impact of innovation efforts on the organization's overall performance and market presence.

Rate of Innovation Adoption: Tracking the rate at which new innovations are adopted by customers or internal stakeholders can provide insights into the effectiveness of innovation strategies and the ability to meet market demands.

Return on Innovation Investment (ROII): Calculating the return on investment specifically for innovation activities helps assess the financial performance and efficiency of innovation initiatives.

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