



A unique Program for Corporate & Innovation Risk Managers

How can startups increase their chances of success and how can established companies learn from startups and innovate in a systematic, controlled way without neglecting risks?

Innovation rewards and risks normally go hand in hand

Entrepreneurs and Startups, who are known to be avoid risk takers, could benefit from high rewards, but in most cases do not succeed (up to 75%) as they neglect managing the financial and market risks.

On the other hand, established companies are known to be risk averse and programmed to operate at near certainty and predictability, hence miss on potential opportunities (from emerging digital technologies and new business models) to radically innovate and unnoticeably get disrupted by startups, which are not on the company's radar.

Corporate Risk Management & Innovation Management – Best of both worlds!

Traditional Risk Management programs focus on financial risks and the principles, process, tools and standards of general Risk Management, but do not embrace the specific challenges caused by radical innovations. Traditional Innovation Management programs focus on incremental/sustaining innovation processes and are not valid for working under extreme uncertainty.

This program compensates the above-mentioned shortcomings and targets both entrepreneurs of startups and product/innovation/project/risk Managers in established companies wanting the best of both worlds:

Maximum Innovation at Minimal Risk.

Innovation Risk Management

This unique program will foster ambidexterity (ability of organisations to be efficient and flexible at the same time) to resolve the *Risk/Reward paradox* and *Exploit/Explore dilemma* (also known as *Improve/Invent dilemma*), introducing agile techniques for extreme creativity and lean & rapid innovation, practical tools and hands-on applications and best practices.



Corporate Risk Management for Digital Business Innovation

Learning Outcomes & Benefits

At the end of the program, you will be able to



- **combine** the two fundamental **skills** of the 21 century: **creative thinking** and **critical thinking**
 - **identify** not only **opportunities**, but also **risks** of capitalizing on such opportunities
 - **assess, control** and **monitor** innovation-related corporate risks
 - **find** the **optimal trade-off** between innovation rewards and the risks
- **understand** the key enabling **digital technologies** by **knowing how** they **create value** and **what unintended consequences** they might have



- **understand** the emerging **business models** by **knowing how** they **create value** and **what unintended consequences** they might have
- **identify** which **legal frameworks** apply to your innovation endeavor
- **design** organisational cultures, structures and agile processes for innovation and risk control

To whom is this unique 5-days-program directed?

This program is aimed at anyone who wants to expand their knowledge and skills in Corporate Risk Management and/or Innovation Management.

It is aimed at executives as well as at Risk Managers, Innovation Managers, Product/Marketing Managers, Digital Transformation Managers, Business Developers ... anyone interested in this unique combination.

The program is structured in modules and comprises a total of 5 days.

Participants in the program

Participation in the program is open to all interested persons. There are no special requirements required. The program can be completed with an exam, but this is not mandatory.

Become a *Certified Innovation Risk Manager*

You can achieve a certification according to ISO 17024 from Austrian Standards as soon as you have passed the corresponding exam successfully!

Take advantage of your innovative opportunities and manage your risks at the same time!

With this you have your digital transformation under control, and you stay up to date!