

Topic: Innovation  
Course: **INNOVATION**

### General information

#### ◆ Aim of the course

To be able to adopt different practices that enable to innovate with suppliers.

#### ◆ Learning goals

- Understand how purchasing can contribute to innovation
- Identify the unmet needs of the business
- Find opportunities within the ecosystem
- Involve suppliers in the innovation projects
- Measure value creation.

#### ◆ Audience

Category managers, project buyers, R&D managers & Internal entrepreneurs.

#### ◆ Prerequisites

- A good command of English or French
- Have the necessary [technical equipment](#) to follow online courses.

#### ◆ Learning mode & pedagogy

- 1) **Theoretical e-learning** through individual self-paced sessions. This first step has to be considered as the essential pre-work for:
- 2) Learning **application in online group classes**. Participants use actively their knowledge and put it into practice in workshops, role-plays, case studies, presentations and debates.

Theoretical learning content - Estim. duration Hrs: 6 hrs

#### 8 e-modules:

##### 1. Innovation definition

Business Horizons - Innovation sourcing excellence: Three purchasing capabilities for success

##### 2. Innovation: Process

What is innovation? - The impact of innovation on value.

##### 3. Innovation: Maturity Ladders

Innovation sourcing ladders

##### 4. Innovation: Business Value Drivers

Understanding how we buy and how we compete - Mapping your business value drivers

##### 5. Innovation: Needs & Pain Points

The importance of empathy and understanding pain points - Mastering empathy

##### 6. Innovation: Business Ecosystem - Part 1

Business ecosystems in innovation

##### 7. Innovation: Business Ecosystem - Part 2

Building a team to map your innovation ecosystem

##### 8. Innovation: Measuring Performance

Building a team to map your innovation ecosystem.

#### Preparatory work for the 2nd session

**Option 1:** collect a case, take some lessons learned and reflect on what you could use in your context.

**Option 2:** develop an innovation plan for your category or plan an innovation project.



Dates of first & last classes / 2 sessions per language:

In **English**: from 29 April to 24 June 2025  
from 14 October to 09 December 2025

In **French**: from 28 April to 23 June 2025  
from 13 October to 08 December 2025

Programme of the trainer-led classes | 3,5 hrs x 2

#### I. Innovation

- Why Innovation is key for procurement
- What is value? What is innovation?
- Workshop: Picking your surfboard for innovation
- Sharing example on the different types of innovation
- Organising Innovation workshops
- Workshop: Plan an innovation workshop with a supplier
- Presentation of the EIPM innovation toolbox

#### II. Innovation challenge preparation

- Peer learning session on the challenge (preparatory work)
- Peer and instructor feedback to participants
- Measuring innovation, communicating on the value created by a project
- Crafting a story to share success and influence
- Conclusions.