

Values-Based Innovation Management – Tools and Methods

How to Innovate by What We Care About

Henning Breuer & Florian Lüdeke-Freund

Learn how to model values-based business

- We take a values-based view on innovation management, and introduce a self-explanatory workshop format with gamification elements to model new business.
- In a 90-minutes session we demonstrate the card-based Business Innovation Kit at work. In small groups you will experience each step in the process.
- Participants will learn a new method for sustainability-oriented remodelling of existing businesses, and a set of exercises for various application domains.

A values-based view on innovation

Every human and every company holds values, but these notions of the desirable remain widely untapped as sources of and drivers for innovation. We take a values-based view on innovation and its management. We demonstrate the potential of values to integrate diverse stakeholders into innovation processes, to direct collaborative efforts, and to generate innovations that matter. Reframing existing methods and techniques allows us to realise ideals by the means of business, and to drive innovations that cater to what we really care about.



Henning and Florian demonstrate a business model innovation process based on real cases. Using exercises, content, and templates of the Business Innovation Kit and Sustainability Innovation Pack we will model sustainability-oriented new business. These tools have been developed and are iteratively refined in numerous workshops with innovation managers, start-ups, researchers, and students. They contain exercises to clarify values, facilitate ideation and refinement of business model components, scenarios to challenge assumptions and additional content to spell out the customer journey or revenue models. They are now available in English, German, Spanish and Polish. A basic download version in English is available for free: www.uxberlin.com/starter_kit.

Who may wish to attend

- Practitioners with an interest to expand into new markets based on a reconsideration of their own values and those of their key stakeholders.
- Consultants in search for new business modelling techniques that help navigate complex issues.
- Academic researchers and lecturers will learn about a new, values-based perspective on innovation and a valuable do-it-yourself tool for their students.
- Students in the fields of innovation management, management studies, corporate social responsibility (CSR), business psychology, and entrepreneurship.

For further information on the session, please send an email to [henning.breuer\(at\)uxberlin.com](mailto:henning.breuer(at)uxberlin.com)

Session Leads

Henning Breuer is founder of UXBerlin – Innovation Consulting, and Professor for Business and Media Psychology at the University of Applied Sciences for Media, Communication and Management in Berlin, Germany. Henning has also been engaged in ISPIM's Special Interest Group for Teaching and Coaching Innovation.

Florian Lüdeke-Freund is a Senior Researcher at the University of Hamburg, Research Fellow at the Centre for Sustainability Management (CSM), Leuphana University, and the Governing Responsible Business Research Environment at Copenhagen Business School (CBS).

Visit he.palgrave.com/breuer for additional resources including case studies and lecture slides.