

Kolom1

Understand the starting principles and theories of communication and collaboration in innovation development;
 Understand, recognize and improve your own communication style;
 Translate results of small-scale design-based intervention research to your own innovative processes;
 Apply the Delft Communication Design method, supported by relevant scientific methods;
 Via a co-creation process, strategically develop and implement robust, refreshing and novel innovation processes within your own
 Formulate your personal vision on the field of collaborative innovation management

Kolom2

Instructor

Module 2: Define and manage stakeholder engagement in the context of the socio-technical innovation system					
<i>Day 1</i>					
Stakeholder engagement: managing acceptance, motivation and trust in relation to involvement, engagement, participation and inclusion					Caroline
Developing and studying engagement activities in practice: best practices and reporting thereof	v	v			Caroline
<i>Day 2</i>					
Social design and approaches on iterative divergent and convergent thinking		v	v	v	Maarten
Developing interventions for innovation in your organization		v	v		Maarten
Practical social-scientific tools on your project: Interviews and other qualitative approaches		v			Steven
<i>Day 3</i>					
Making sense of stakeholder viewpoints in practice: connecting studies and practice using design		v		v	Maarten
Observing practices: ethnographic tools, and probes to study communication in innovation		v			Eva
Optional academic extension: analysing qualitative data, and writing empirical research papers		v		v	Eva