



# Training

## Innovation P Project M Management

Content / Objective / Format

SPROUT

# Objective

Successful Management of  
Innovation Projects

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The development of complex and new solutions

for markets and technologies outside the core business comes with significant uncertainties.  
This presents particular challenges for project managers:

- 1 The problems and needs of customers and stakeholders must be clearly understood
- 2 Key solution requirements must be identified early and continuously refined
- 3 The assumptions which the solution is based on must be regularly reviewed and validated
- 4 The scope and concept of the solution must be constantly adapted to new findings
- 5 Probability of success, profitability and the strategic contribution of the project must be continuously evaluated
- 6 The project plan must be constantly adapted to achieve the best possible outcome

The training enables

Project Managers

to tackle these challenges in a structured and efficient way - while increasing the success of their innovation projects.



# Method

## Agile Innovation Projekt Management

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### The SPROUT IPM Method

is based on a set of tools and methods that have been tried, tested and further developed in years of practice. It helps to develop innovation successes in a simple, fast and systematic way in all types of organizational frameworks.

#### Key Elements:

- A holistic view of problem and solution to ensure that the essential requirements of all stakeholders are considered *Stakeholder Value, Design Thinking, Use Cases*
- Repeated improvement loops in which the opportunities and challenges of the project become clear *Iteration Sprints*
- A consistent focus on added value in order to develop only solution elements that are important for the success of the innovation *Value Proposition Design, Lean Startup*
- Incremental project planning that enables the project team to react quickly to changes and new findings *Agile Project Management, Kanban, Lean*
- Targeted business model development to ensure that the project contributes to the company's success *Design for Circular, ESG, Business Value*
- Transparent documentation and success measurement that enables confident and traceable project decision making. *Projekt KPIs, SPROUT Workbook*

# Content

## SPROUT IPM Training

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The Training covers all

Key Areas for succesful innovation development

- Project Steering - project setup and agile progress management
- Customer Needs - understanding customer problems and requirements
- Technical Solution - Unmet Need as focus of solution development
- Business Value - attractive Value Proposition, Business Model and Business Case
- Strategic Fit - contribution to the business strategy
- Target Market - market entry and growth potential

And conveys

Tools and Methods

to address these areas effectively throughout the project execution.

The participants try out the SPROUT Innovation Toolset using case studies from their daily project work.

Agile working methods such as Iteration, Sprint Review and Retrospective can be experienced directly in practice as recurring training elements.

The SPROUT Workbook helps to document and further develop the training results in a structured way.

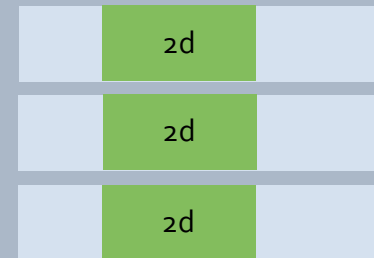
# Formats

## Training Scope and Cost

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The training is suitable for improving individual skills as well as for organisation-wide empowerment and is conducted by SPROUT consultants with many years of innovation experience.

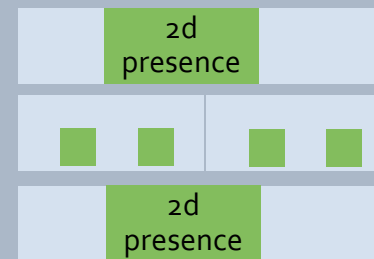
### a, Company-internal Training for max. 12 participants



3 weeks  
2 days each  
09:00 am-04:00 pm

25 000 € / Training

### b, Open Training at SPROUT in Frankfurt



attendance block (Tue/Wed)  
10:00 am-05:00 pm

2 weeks remote (Tue/Thu)  
4 sessions, 02:00 pm-05:00 pm

attendance block (Tue/Wed)  
10:00 am-05:00 pm  
joint dinner (Tue)

3 100 € / Person  
+ 150 € catering package

All working materials, the SPROUT Innovation Toolset and the right to use the SPROUT Workbook during the training are included in the training price.

Training language German / English

all costs excl.. VAT

# Supplements

## Optional Additional Services

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### → Certification

- The successful application of the content in a real project can be documented in a project Workbook and certified by SPROUT after examination. For this purpose, we provide the digital SPROUT Workbook with a selection of suitable tools.

500€ / Person

### → Coaching the Implementation of the ongoing Project

On request, we support the participants after/during the training in applying the content in a real project. This ensures that

- the content learnt is applied confidently and successfully in everyday innovation work
- Obstacles in the project environment can be quickly recognised and addressed
- and the success of important innovation projects can be significantly increased in the short term

Packages from 5 000€ / Project

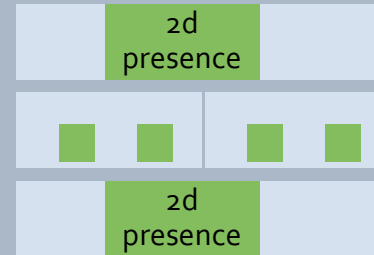
Innovation Project Management Training

# Contact

Dates / Registration

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## Dates for open Training



attendance block (Tue/Wed)  
10:00 am-05:00 pm

2 weeks remote (Tue/Thu)  
4 sessions, 02:00 pm-05:00 pm

attendance block (Tue/Wed)  
10:00 am-05:00 pm  
joint dinner (Tue)

May 25

29.-30. 4.

6.5. / 8.5.

13.5. / 15.5.

20.-21.5.

Jul 25

1.-2-7.

8.7. / 10.7.

15.7. / 17.7.

22.-23.7.

Sep 25

9.-10.9.

16.9. / 18.9.

23.9. / 25.9.

30.9.-1.10.

## Training Venue

SPROUT Werkstatt Schlossstraße 92 Frankfurt/Main

## Registration and e-Mail Contact

[info@sprout-consulting.de](mailto:info@sprout-consulting.de)

## Contact Person

for questions, requests and consulting needs around the topic of innovation project management

Philipp Bosselmann  
[pb@sprout-consulting.de](mailto:pb@sprout-consulting.de)

+49 175 2287049