

# Innovation

is a path – which we go together

**WU**

**EXECUTIVE  
ACADEMY**

With disruptive methods from the field of innovation  
for sustainable organizations

Executive education, workshops and consulting  
from the WU Executive Academy

# Even the best idea is worthless if you don't turn it into reality

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Visions and ideas are the basis of your entrepreneurial activity. However, practice shows that many valuable ideas often get stuck in the early stages or are discarded too early. The WU Executive Academy's innovation programs therefore ensure agile change dynamics move in the right direction.

On the one hand, you will learn how to significantly improve processes through digitalization. On the other hand, you will benefit from the latest didactic and scientific techniques that channel the development of ideas. Ideas will ultimately become practical innovations for your company.

## USING DIGITAL TRANSFORMATION AS A LEADER

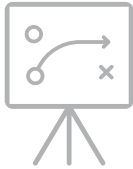
The digitization of existing business processes unleashes enormous potential. Together we uncover the essence of digital transformation so that you can use it as part of your management skillset and implement concrete digitization strategies for your company.



# As much theory as necessary, as much practice as possible? Welcome to the InnovationLab

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Together we will master your innovation challenges. Here is an excerpt of your options that will unleash your innovative power and ignite digital transformations.



## DIRTY INNOVATION – HANDS-ON TO INNOVATION

Roll up your sleeves and “get your hands dirty” in an innovation expedition that takes you into new territories. Using research discoveries on the innovation process, you will create new business opportunities hands on. This is **Corporate Entrepreneurship at its best!**



## AGILITY IN PERFECTION – DISCOVER THE WORLD OF STARTUPS

How do successful startups work? You can experience it here exclusively and up close. Valuable insights from the startup scenes of different cities will instill you with the “**entrepreneurial spirit.**” At the same time, we use prototyping and other methods to transfer discoveries directly into your company context.



## HOW “DIGI” ARE YOU? – HOW TO IMPLEMENT DIGITAL CHANGE

Digitalization is running full speed ahead and we are all on board. What potential do Artificial Intelligence, Big Data or Augmented Reality actually have? We will help you correctly assess the extent of their reach in your company and work out a **personal digitization timetable** with you.



## DESIGN THINKING – FROM MODELING CLAY TO BUSINESS IDEA

Did you know that modeling clay is an excellent material for developing innovative business models? Together we will work with this unusual method so you can make your business model **fit for the digital future.** You can anticipate some unfamiliar techniques.



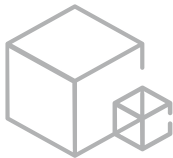
### ONCE UPON AN INNOVATION – STORYTELLING & CURATING

As an entrepreneur you are a hero and heroes always have an exciting story to tell. Learn how to captivate your target groups and successfully “pitch” your ideas – internally as well as externally – with **storytelling**.



### CROSS INDUSTRY INNOVATION – BENCHMARK LEARNING AT ITS BEST

**Being able to think laterally is the best precondition for creating innovations.** Charles Darwin was a geologist when he proposed the theory of evolution. An astronomer found out what happened to the dinosaurs. Many groundbreaking innovations come from people with little prior connection to their respective market. A change of perspective can work wonders.



### EVALUATE YOUR BUSINESS MODEL – VIEW DISRUPTION AS A CHANCE

The term “disruption” is widely used. New business models change entire market segments, eliminate old structures and offer enormous opportunities. Discover tools to design disruptive business models, become more agile and changeable, assess competition better and stay ahead of your challengers.

**1**

#### INTERNATIONAL EXCHANGE

Startup safaris in Frankfurt, Berlin, Tel Aviv, Silicon Valley and more hot spots.

**2**

#### INNOVATION EXPERTS

Recognized experts from the field of innovation work together with you.

**3**

#### PRACTICAL IMPLEMENTATION

Over 30 innovation workshops and projects with companies per year.

**4**

#### TRUST FROM THE BUSINESS COMMUNITY

A large number of national and international companies rely on our expertise.

# WU Executive Academy

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For more than 15 years, the WU Executive Academy has inspired companies to make the most out of themselves. Through various formats, we work with your employees individually on company-relevant questions. You can expect to receive the latest scientific findings

combined with hands-on practice sessions, which helps you not only with the design of your program, but also with the transfer of knowledge into business processes. This is how we create sustainable, tangible benefits – for your company and for your employees.

Executive education at the highest international level.  
[executiveacademy.at/exed](https://www.wu.academy.at/exed)



## Information and contact

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**“If you want something new,  
you have to stop doing something old”**

**Peter F. Drucker**



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Arriving by public transport:  
Subway: U2 stations “Messe-Prater” or “Krieau”  
Bus: 82A, “Südportalstraße” stop