



Value Creation

How to Create Value for People, Services, Technologies and Products?

(This version: 2015/10/08)

- This course is lectured in English only if there are foreign students attending the course-

Course Coordinator & Lecturer:

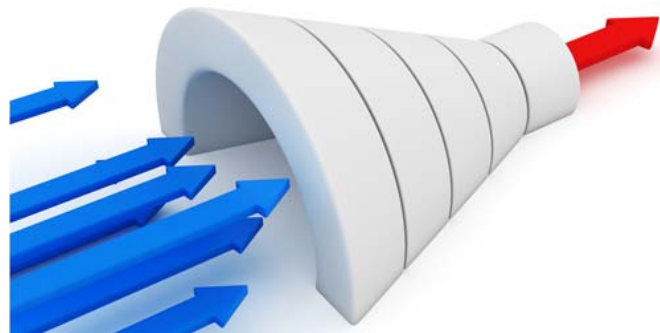
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Organization and logistics:

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Timetable:

9.00-13.00; 14.00-18.00



Location: Nova SBE, Faculdade de Economia, Universidade Nova Lisboa

Duration: 2 Full-Days.

Objectives of the Course

This course presents effective tools to create value for any idea. This idea might be for example a product, service, technology, concept, patent, start-ups a person or YOURSELF. The course assembles the most comprehensive research on the topics of entrepreneurship, technology transfer, new product development and marketing with the lecturer's methodologies. The tools presented in the course have already been proved to be critical to create value for personal careers, labs, start-ups, SMEs businesses, Fortune 500 multinationals and NGOs. By applying these tools, participants will be able to transform simple ideas into ambitious projects.

The **Value Creation** program is specifically designed to help participants understand:

- How increase their personal value in the marketplace?
- How to increase the value of the services, technologies and/or products they currently work with?
- How to perform simultaneously in both local and global markets?
- How to grow and increase value through new products, services, innovations and capabilities?
- How to grow and increase value by acquiring new customers and addressing new market needs?
- How to create constant value to keep existing customers?

Who should attend?

Everyone that wishes to transform challenges into opportunities as well as bring a simple idea (e.g. product, service, technology, personal brand) to the market. More specifically:

Doctoral, post-doctoral and professors interested in the topics of value creation. These tools might help you to:

- Find a job or to increase your own value in the current job,
- Bring services, products and technologies to the market,
- Develop successful go-to-market and internationalization strategies,
- Become more effective in personal branding, marketing, sales, innovation, R&D management, entrepreneurship, intrapreneurship, and consultancy.

Course Outline

Day 1 (morning):

How to create value for services, technologies, products, patents and people in the Marketplace

- How to develop a GloCal vision that satisfies the needs of both local and global markets?
- How to create value for services, technologies, products and people?
- How to become more competitive and a GloCal marketing success?
- How to grow in highly saturated markets?
- How to develop our own personal brand?

Day 1 (afternoon):

Creating value through market selection

- Which tools can be used for segmentation, targeting and positioning?
- How to select and target the markets of interest using a GloCal funnel?
- Which markets are feasible and attractive?

Day 2 (morning):

Creating value while innovating

- How to differentiate through innovation and make competitors irrelevant?
- How to increase customer value while reducing costs?
- How to incorporate the various stakeholders in the development of innovations?

Day 2 (afternoon):

Using Marketing Planning for Value Creation and Growth

- How to integrate the insights from this course into a go-to-market plan?
- How to put the marketing plan into action (3Ms)?
- When implementing the marketing plan, what obstacles do we come across?

Group presentation of final projects.

Evaluation (100%):

Final coursework:

The projects provide participants a very tangible and direct understanding about the tools to grow in saturated markets. As such, the evaluation approach is based in these projects.

Pre-course preparation (optional):

For students that wish to be better prepared for the course, before the beginning please make a summary of the different steps of a marketing plan. **Please keep a copy of the summary for you because this might be very useful for your future.**

The different steps of a marketing plan are discussed in several slides (password: “mkt “) and in 6 short-videos available in my website: <http://www.lflages.com/mkt> (if you have difficulties in opening the videos, you may also find them at: <http://www.youtube.com/user/maclinuxmaclinux>).

Professor Luis Filipe Lages

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Luis has spent more than 20 years studying the practices and drawbacks of over 1,000 projects. During this time he has developed and assembled a set of methodologies that were tested across a wide range of scenarios, from award winning start-ups (e.g., Emove) to Fortune 500 companies (e.g. GDF Suez, Rio Tinto), from consultancy (e.g. Altran) to helicopters (e.g. Eurocopter), from lab-projects (e.g. MIT and ITQB programs) to not-for-profit organizations (e.g. GloCal Vision), from governments (e.g. Fab-Labs) to incubation cities (e.g. South of France).

His practical presentations and consulting advice has been presented to corporate, business, governmental and university audiences in several countries across the globe, including Armenia, Austria, Belgium, Cyprus, Finland, France, Germany, Portugal, Russia, Slovenia, Spain, U.K, South Korea and the USA.

Currently, he is Professor (*Professor Catedrático*) at Nova School of Business and Economics, Lisbon, Portugal. He also collaborates with the MIT-Portugal program in the Lisbon MBA (in partnership with MIT Sloan) and I-Teams (in partnership with MIT School of Engineering). After his PhD at Warwick Business School (UK), he moved to MIT Sloan School of Management (USA), followed by Stanford University Graduate School of Business (USA). After returning to Portugal in 2001, he has been a Visiting Scholar in different schools across the world (e.g. LBS, IAE-AIX, MIT, Vienna University, Warwick University). In addition to his teaching and consultancy compromises, he has over 30 scientific publications in well-recognised international refereed journals in the fields of innovation, marketing and international business.