

CERTIFIED COURSE

# TECHNOLOGY TRANSFER

ACCORDING TO  
THE IMLEAD®  
HEPTATHLON

ONLY  
**299\$**



## SMART IDEAS

How to grow the idea to  
innovation



## BUSINESS PROGRESS

Strategic business  
development with the  
focus on commercialization



## BUSINESS RESEARCH

Technology transfer  
methods like research  
funding, working with  
patents and dealing with  
espionage

## ON THE BASIS OF BEST PRACTICE CASES

• • •

Participants will receive specific  
and practical insights for market  
implementation of new products  
and services according to the  
Green IMLead® concept.

"Innovation and green technologies are the key to successfully mastering the challenges of the future. With new green technologies and a new management approach of integrated management and leadership, new solutions and ways can be created to slow down climate change and to raise living standards in a sustainable way all over the world." (Bertram Lohmueller, 2022)

### Certified Course „International Technology Transfer according to the IMLead® Heptathlon Concept”

Nowadays management cannot ignore the growing impact of 'technology factor'. Technologies are becoming more important at all levels of personal life and business. Regardless of a business sector belonging or functional specifics of applied technologies, the level of organizational efficiency, quality, and productivity of B2C (business to customer) and B2B (business-to-business) connections are largely affected by the choice and way of the used/applied technologies within a company/organization. In other words, the technology themselves and way of their application may vary significantly in each particular business case. Nevertheless, their efficient use as result of a well-planned and productively implemented management activity are critical conditions for the real competitiveness in terms of almost any modern enterprises. In other words, nowadays it is just not enough simply use technologies. Due to the rapid pace of technologies upgrading, their variety and growing complexity, the effectiveness of business processes increasingly depends on competent technology management at the organizational level. It means not only efficiently apply already used technology, but also constantly improve their performance and harmonize technological perspective with others aspects of organizational functioning.

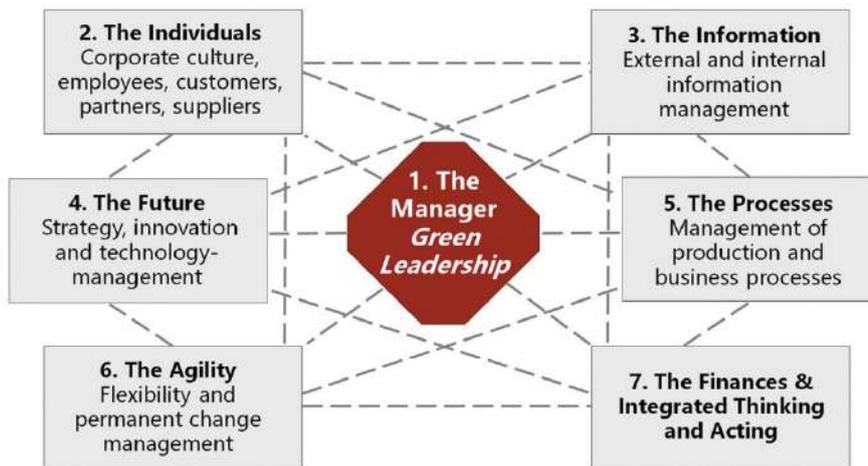
As a result, the 'technology management process' is getting an integrative part of general business activity and strategy not only in terms of large corporations, but increasingly regarding small and middle scale business. A number of experts state that quite often innovations can be created as a result of the already existing technological knowledge reconstruction and its adaptation to the new socio-economic conditions. It means appearing of new perspectives on the already well-known issues and problems. In this term, the technology transfer concept is a quite efficient way for transformation and new knowledge obtaining. Nowadays international co-operations, innovation clusters and R&D activities are highly affected by the ability to implement an efficient and sustainable technology transfer process.

#### Course Description

How to position new products & services successfully in volatile markets? What management areas are related to technology transfer? What are the organisational challenges to operate internationally? What kind of instruments can be used to bring innovations into the market? How new business and production processes can be developed by using the hidden potential of the whole organisation?

Based in the IMLead® Heptathlon concept for Integrated Management & Leadership these and other questions for successful technology transfer are discussed in the course. On the basis of best practice cases, participants will receive specific and practical insights for market implementation of new products and services according to the Green IMLead® concept.

## IMLead®-Heptathlon for Technology Transfer



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IMLead® is the management concept of:



- Development of company-specific technology transfer concepts
- Competence systems for future international business activities
- Leadership skills for the management of the future & decision-making in complex technological projects

### Green IMLead® Heptathlon for Integrated Management & Leadership

The concept IMLead® Integrated Management & Leadership is bringing together the different perspectives of technology and management. In the centre of the heptathlon, the manager/project manager is leading a company, business unit or a specific project (Field 1). With 'green' leadership competences individuals (own staff, suppliers and also the customers) have to be managed (Field 2). External information (market and environment) and internal information (data from processes, product data, data from infrastructure) has to be managed, too (Field 3). Nowadays, the data management is linked to digital solutions, artificial intelligence and Industry

4.0 applications. Innovations in new technologies and business models are the main basis to fulfil the current and future market demands (Field 4). To manage integrated waste management systems appropriate production and business processes are necessary (Field 5). As such integrated systems are improved and developed in faster life cycles agility and change management competences are important, too (Field 6). Finally, all activities need to be financed and all field has to be connected in an integrated way which is reflected in the competence of managers and scientists for integrated acting and thinking (Field 7).



## About Export-Akademie Baden-Württemberg & SGIT Steinbeis Global Institute Tübingen | Steinbeis University

Export-Akademie Baden-Württemberg is a training and consulting organization with focus on green technologies and digitization. SGIT Steinbeis Global Institute Tübingen is part of Steinbeis University with a main focus on technology management and technology transfer.

“Technology transfer is our DNA”

In the 18th century, when the regions of Europe with raw material deposits and infrastructure became leading economic centres, the tinkers in poor Swabia/Baden-Württemberg were successful. A Swabian tinkerer is someone who likes to try to figure out difficult things by tinkering, trying things out and thinking. Today, one no longer speaks of tinkering, but of innovation. They were supported in this by Ferdinand von Steinbeis (1807-1893). He was a pioneer for practice-oriented education and technology transfer and still stands for our philosophy today.

With our IMLead® concept, we accelerate the leapfrogging of outdated stages of technological development, and make the latest green technologies available worldwide. In our experience, this is only possible with an integrated approach that adapts existing technological knowledge to the new socio-economic conditions. In doing so, it is necessary to take into account intercultural specificities and to ensure a sustainable transfer of know-how. Cooperation with regional partners, working in innovation clusters and local research and development activities guarantee an efficient and sustainable technology transfer process.

For this, the GreenIMLead® concept for integrated green technology management & leadership was developed. Together with partners world-wide green projects are developed and competence centers for green technologies and digitisation are established. The focus regions are Africa, India, South America as well as Eastern Europe and Central Asia.

Currently, so called “Centres of Excellence for Green Technologies” are built up with international partners world-wide. Aim is to support technology transfer in green technologies and to qualify experts for green jobs. For this the dual and project-oriented approach is used. Focus areas are on higher education, vocational training, skill development and entrepreneurship. Also, start-up companies in green technologies will be supported by the centre of excellence.



## Course Structure

The course is a combination of asynchronous videos, learning materials and two interactive online discussions with a technology transfer expert.

Personal coaching and individual support are very important to us. During the whole course your personal distance learning coach can be contacted.

## Workload and Certificates

The course “Technology Transfer according to the IMLead® Heptathlon Concept” is certified by Export-Akademie Baden-Württemberg & Steinbeis Global Institute Tübingen

Certificate for participation: Course standalone with 16 hours asynchronous videos and 12 hours learning documents plus 2 sessions online discussion with a technology transfer expert. Overall seminar hours workload = 30 hours.

Certificate for successful completion (optional): Additional transfer paper with 15 slides. Evaluation by an expert of Export-Akademie Baden-Württemberg / Steinbeis Global Institute Tübingen

One hour personal coaching (optional): Online coaching with an expert of Export-Akademie Baden-Württemberg / Steinbeis Global Institute Tübingen

#	Title	Description & Content	Hours Asynchronous Videos	Hours Asynchronous Learning documents	Hours Synchronous Online discussion
1	Introduction and challenges in technology transfer	Course introduction <ul style="list-style-type: none"> <li>• Structure and communication</li> <li>• Clarification of the individual transferproject</li> <li>• Submission of the transfer papers</li> </ul> Challenges in technology transfer <ul style="list-style-type: none"> <li>• Internal challenges</li> <li>• External challenges</li> <li>• The German perspective on technology transfer</li> </ul>	2	2	*
2	From idea to innovation	From idea to innovation <ul style="list-style-type: none"> <li>• What is innovation</li> <li>• Hidden needs</li> <li>• Product development stage gate</li> <li>• Innovation pentathlon concept</li> </ul>	3	2	*
3	Technology transfer methods	Possibilities of research funding Finding with national and international funding Intellectual property Differentiation between market research and espionage	2	2	*
4	Strategic business development	Key steps for commercialisation <ul style="list-style-type: none"> <li>• The marketing circle</li> <li>• Co-operation management</li> <li>• Areas of market development</li> <li>• Business model canvas</li> </ul>	4	2	*
5	IMLead® Heptathlon concept	This module gives you an overview about the IMLead® Heptathlon Concept <ul style="list-style-type: none"> <li>• What is IMLead®</li> <li>• The seven fields of the IMLead®</li> <li>• Characteristics of the concept and discussion of the seven fields: The Manager (CTO Chief Technology Officer), The Individuals, The Information, The Future, The Processes, The Agility, The Finances and Integrated Thinking &amp; Acting</li> </ul>	2	2	*
6	International technology transfer and communication	Presentation skills <ul style="list-style-type: none"> <li>• Persuasive business presentations</li> </ul> Intercultural communication <ul style="list-style-type: none"> <li>• Intercultural challenges in business communication</li> <li>• Case studies</li> </ul>	3	2	*
Total Seminar Hours: 30 hours			16	12	2 2 x 1 hour



Managing Director // Partner

## Bertram Lohmüller

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Due to the rapid pace of technologies upgrading, their variety and complexity, the effectiveness of business processes increasingly depends on **competent technology management** at the organizational level. It means not only **efficiently apply already used technology**, but also constantly **improve their performance** and **harmonize technological perspective with others aspects of organizational functioning**. Therefore I invite you to participate in my course to get ready for the technology transfer of tomorrow and be ahead in your market field.”

(born in 1963) has a degree in Civil Engineering from Stuttgart Technical University and holds a Master's degree in International Marketing from Reutlingen University. He did his PhD at Cranfield School of Management (UK). His primary research interest was an analysis of the key drivers of product innovation in German manufacturing industry. Currently, he is a professor for technology transfer & leadership at Steinbeis University. As a consultant, he focuses on corporate strategy, technology transfer, innovation management and international benchmarking. Over the last 20 years more than 2000 top- managers from all over the world were trained by Bertram Lohmüller.



## Learning Platform and Online Session

Web-Seminars: Zoom and other tools

Learning Platform: <https://eabwlearn.de>

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