

# Managing technological innovation in asset-intensive industries

Learn how you can get better results from your organisation's innovation-related activities.



## Course overview

Asset-intensive and resource industries have become more technology-intensive over the years, and the pace of technological change within these sectors is accelerating. But how should an organisation manage the development, deployment, and use of new innovations that are emerging within these industries? This course gives you an awareness of how innovation and R&D happen within these sectors and, by teaching you how to apply a broad range of tools, shows you how to get better results from your organisation's innovation-related activities.

## Evolve with QUTeX

This course is usually delivered over two days, but can be customised to fit your organisational needs—including the addition of topics that are of particular importance to your stakeholders, or adjusting the length to fit within your organisation's schedule constraints.

## Who should participate?

This course is appropriate for anyone who is connected to the innovation-related aspects of their organisation, who works in decision-making roles that are frequently impacted by the emergence of new technologies, or who wants to play a role in creating a more innovative environment within their business. No prior experience or training in this area is required for this course.



**12 & 13 September 2019**



**Brisbane**



**2 days**



**From \$1,800**

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## Core concepts

This two-day workshop will cover a range of topics, including:

- the role of innovation in the success of asset-intensive firms
- industry-specific challenges of R&D in these markets
- different types of innovation
- understanding “open innovation,” and successfully leveraging innovations from other industries
- articulating the potential value of new technologies, and recognising the limitations of valuation methods
- understanding how digital technologies are changing the competitive dynamics of these sectors
- understanding how/why dominant designs emerge in the marketplace
- learning how to connect technology strategy to larger strategic aims
- knowing how organisational designs impact innovation processes, thereby helping to design organisations that are more innovative and successful in managing novel technologies
- understanding tools and approaches for managing and tracking new product development in an organisation's R&D portfolio.

## Your expert facilitator



### Assoc. Professor Robert Perrons

Prior to joining the Queensland University of Technology in Australia as an Associate Professor in 2011, Rob worked in a wide variety of roles and locations for Shell International's Exploration & Production division, and served as the company's Executive Coordinator of Global R&D in The Hague.

Rob is a member of the United Nations' Resources and Energy Expert Group, and works for the Australian Government on an *ad hoc* basis as a member of their Expert Network providing advice about the energy industry and emerging innovations in that sector, with the overarching objective of accelerating the commercialization of promising new energy technologies.

He is a technical adviser to MIT's Mining, Oil & Gas Club and several energy and resource sector technology start-ups around the world. He has written<sup>1</sup> and evangelized extensively on the topic of innovation in asset-intensive industries.

## Cost

Registration Type	Cost
Early Bird registration (close 29 August 2019)	\$2,040 (GST included)
Standard registration (close 10 September 2019)	\$2,400 (GST included)
QUT Alumni / Staff registration	\$1,800 (GST included)
Group registration	\$2,040 (GST included) per person

*Fees include: course materials, morning tea, lunch and afternoon tea.*

## Where and when

QUT Executive Education Centre  
Level 5, B Block  
QUT Gardens Point  
2 George St, Brisbane QLD 4001

**Thursday, 12 & Friday 13 September 2019**  
9:00am - 4:30pm (registration from 8:45am)



## Full details online

[www.QUT.edu.au/QUTeX](http://www.QUT.edu.au/QUTeX)

Learn today. Use tomorrow.

For more information about this course or other learning solutions offered by QUTeX, please contact:

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W [www.qut.edu.au/qutex](http://www.qut.edu.au/qutex) | [blogs.qut.edu.au/qutex/](http://blogs.qut.edu.au/qutex/)



<sup>1</sup> Examples include:

Perrons, R. K. (2014). How Innovation and R&D Happen in the Upstream Oil & Gas Industry: Insights from a Global Survey. *Journal of Petroleum Science and Engineering*, 124, 301-312.

Clifford, M. J., Perrons, R. K., Ali, S. H., & Grice, T. A. (Eds.). (2018). *Extracting Innovations: Mining, Energy, and Technological Change in the Digital Age*. Boca Raton, Florida: CRC Press.