

Institutionalization strategy



Dr. Max Hogeforster

Hanse-Parlament

12th November 2020

1167 days 3 years, 2 months and 11 days

Project start 1st September 2017

First workshop 8th of November 2017



Why institutionalization matters

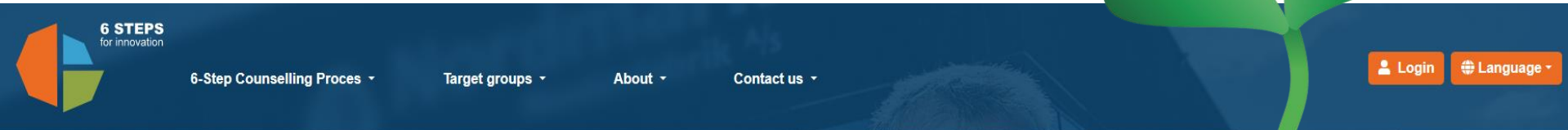
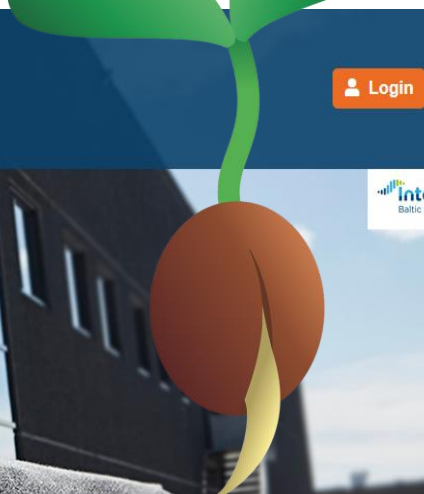
Experts, representatives of business support organisations, Public administrations and HEIs teamed up to support the non-technological innovation capacities in owner-managed SMEs

Tools have been developed
Tested with companies
Refined
...and are now available !



Why institutionalization matters

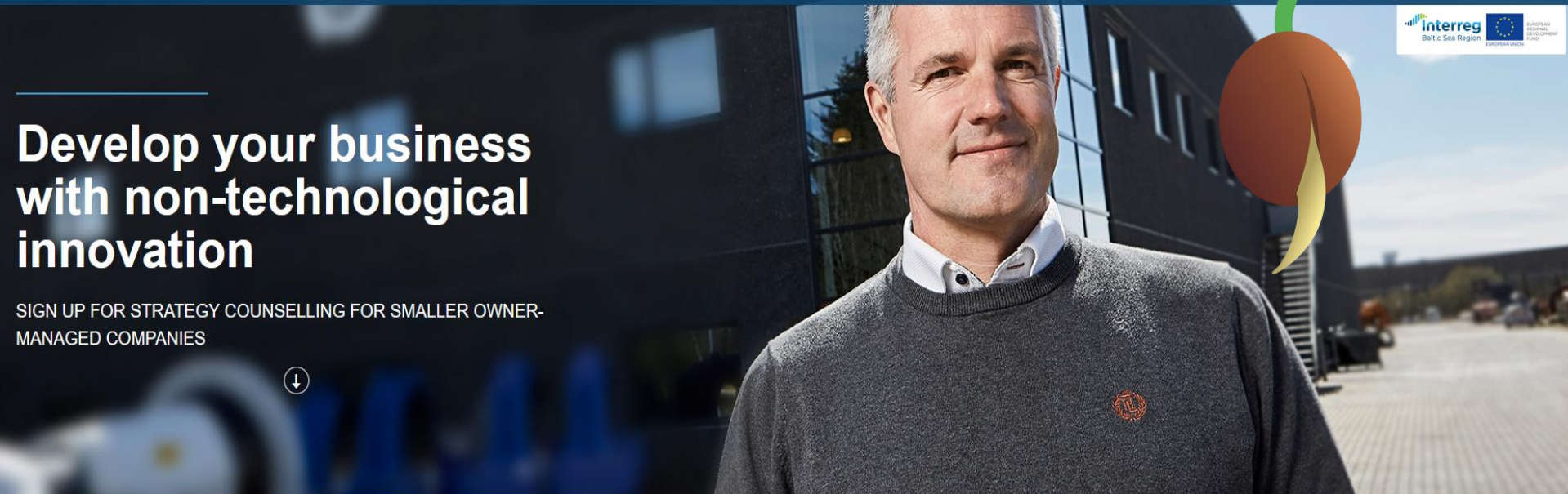
A project is not an end in itself, but its results must benefit the target group in the long run



6 STEPS
for innovation

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Develop your business
with non-technological
innovation

SIGN UP FOR STRATEGY COUNSELLING FOR SMALLER OWNER-MANAGED COMPANIES

↓



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Strategy process for smaller companies

Are you looking for new ways to develop your business and achieve

Main beneficiaries SMEs !

Goal of the institutionalization strategy is to make sure that as many owner-managed companies can benefit from the project as possible.

Institutionalized knowledge is here to stay !

Institutionalized knowledge in INTs

The tools and methods from the SNOwMan project offer several benefits to the intermediaries – the main unique selling points are:

- Easier access to small owner-managed companies.
- Proven concept – both tools and processes.
- More customers/clients and thereby strengthening their business.
- Even more professionalization of the consultancy processes.
- Knowledge, internationalization, and networking.

Institutionalized knowledge in HEIs

Benefits for HEIs:

- Teachers' knowledge regarding different strategies, tools, processes, knowledge about non-technological innovation and the business in owner-managed SMEs are strengthened.
- New curricula and educational elements for students.
- R&D activities with the local business environment.
- Increased cooperation and interactions with local SMEs
- New lifelong learning programs.
- Train-the-trainer courses.

Step 1: Internal institutionalization

The first step for a successful institutionalization is that the **intermediary** project partners walk-the-talk themselves. The use of the toolboxes in most counselling processes involving owner managers and non-technological innovation must be incorporated locally at the seven intermediary project partner institutions.

HEIs should continuously work on integrating the results of SNOwMan in curricula and lifelong learning activities across their own institution.

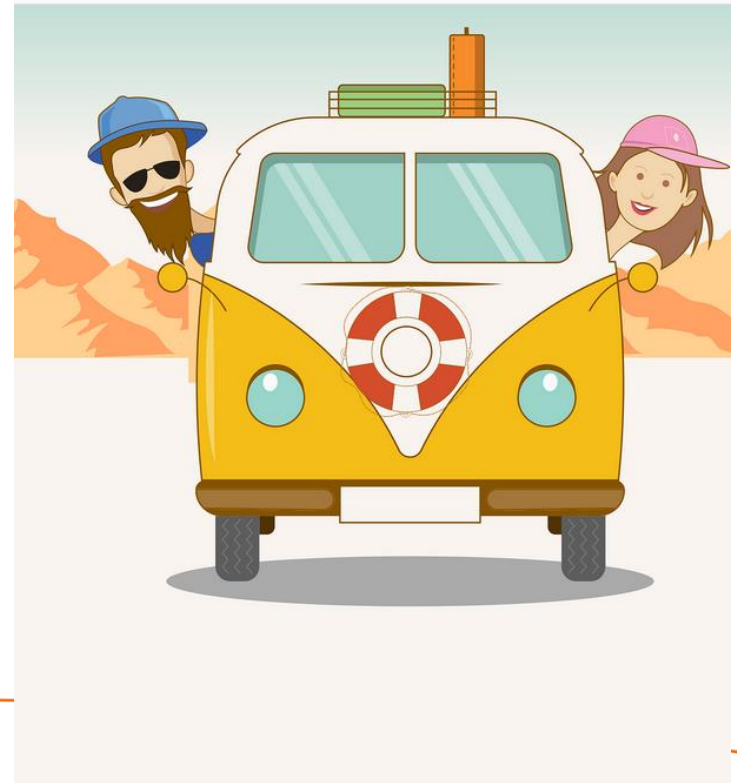
Step 1: Internal institutionalization TtT

In order to ensure a successful institutionalization of the counselling toolbox within the intermediary organizations, it is very important to keep up regular training courses, in which the intermediaries' personnel continues to learn about the challenges that owner managers are currently facing (categorization of problem) and how the counselling toolbox can support new business solutions. Such Train-the-Trainer courses were developed and took already place once.

Step 2: External institutionalization Road trip¹⁰

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In all four countries a road trip to sister-organizations and relevant participants took place, with visits and contacts to relevant participants in the T-t-T.



Step 3: Amabassador Corps

It is crucial for sustainable results and continuing implementation that a functionally and agile follow-up system is designed and implemented. An Ambassador Corps has been established in Autumn 2020 for this purpose.

The organization of the Ambassador Corps is small and agile. It includes one representative from each project partner and is led by PP1 (VIA).

Step 4: Ongoing dissemination

Awareness rising should not end with closure of the project, but actually be increased.


To increase the awareness of the tools and methods, it is essential to add information about the platform and its effects in various medias.

Sharing the good stories and cases is essential.

Step 4: Awareness rising: Examples

- Promotional articles
 - Partners webpages
 - The webpages of other INT organizations (e.g. the new participants)
 - Business magazines
 - Magazines, papers and websites focusing on innovation, strategy and business development
 - Owner managers' websites
- Conferences
 - Business events and conferences
 - Events for entrepreneurs
 - Networking events hosted by INT with focus om INT-subjects
- Ideas specifically for HEI:
 - Creation of a scientific club to disseminate knowledge about the 6-Step Process, and its effects and to encourage students to learn more about the toolboxes and their possible implementation.
- Newsletters
- Social media campaigns

1167 days and many more to come


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Famous Deaths

Novella Nelson, American actress (Antwone Fisher, Purlie, Chiefs), dies at 78

2017 Highlights

About September 1, 2017

Day of the Week: Friday

How Long Ago? 3 years, 2 months and 10 days

Leap Year: No

Generation [Generation Z](#)

Chinese Zodiac: [Rooster](#)

Star Sign: [Virgo](#)

SNOWMAN PROJECT STARTED



3 WAYS

TO INSTITUTIONALISE the SNOWMAN results

To have a sustainable effect for owner-managed SMEs in the Baltic Sea Region the SnowMan tools should be part of the regular work in as many intermediaries as possible when promoting non-technological innovations in the companies

Spread the word

1 Inform other SME support organisations in your region about SnowMan and offer trainings. Set up regional networks to boost the innovation capacities of SMEs in your area !

Follow-up & Renewal

3 Conduct refresher-training courses on the topic of non-technological innovations and the SnowMan approach; meet regularly with other stakeholders in the region

Measure impact

2 Measure the performance before and after consultation together with the owner to realise the impact and stay motivated!

What can you do to support institutionalization ?

Let us know in the breakout-sessions