European
Commission

E LEADERSHİP

Are you fit for the Digital Economy?

Training and education pathways for SMEs and start-ups

Wednesday 20th MAY 2015 from 15.00 h to 21.00 h

Auditorium B200 (2nd floor)

at

Aalto University, School of Business

Runeberginkatu 14-16, 00100 Helsinki

Need for e-Leadership

e-Leadership is of crucial importance for companies – especially SMEs and start-ups - and industry to excel in their business operation. For effective e-leadership, the skills required are seen as those which enable people with very strong ICT skills to lead qualified staff from ICT and other disciplines towards identifying and designing business models and exploiting key innovation opportunities. Their success is defined as making best use of developments in ICT and delivering value to their organizations. Demand is growing throughout European industry to improve the quality of e-leadership, covering organization leadership in ICT innovation to deliver business value. Research has confirmed a significant shortage of e-leadership skills across Europe - a call for action.

The European Commission e-Leadership initiative started in 2013 has focused on the leadership needs of top decision-makers and professional leaders at larger enterprises. These leaders oversee portfolios of both well-defined and emergent innovation opportunities. Successful design and implementation requires developing and engaging highly qualified staff to achieve the target value. With this further initiative on 'e-leadership Skills for SMEs' which started in 2014 the Commission is now targeting SMEs and start-ups.

Focus of Initiative and Event

The European Commission initiative found that closing the e-leadership skills gap requires a range of educational ecosystem actions. In particular it needs strong collaboration of demand and supply stakeholders to create new educational offers. Pilot work shows that this leads to innovative and relevant content for e-leadership programmes and courses.

The present event is one of five regional events organised by the European Commission across Europe. It is hosted by Tivia and Aalto University.

Objectives

The objectives of the event are to:

- Inform <u>SMEs and start-ups</u> about newly developed training and higher and executive education offers on e-leadership supporting them exploiting innovation opportunities emerging through developments in ICT and in delivering value to their organisation.
- Communicate the e-leadership and the <u>lessons learnt</u> from these developments and the teaching of first cohorts of participants in different types of courses and in different countries to all stakeholders and keen to promote innovation through e-Leadership.
- Inform about the <u>European higher and executive education landscape and further training offers</u> in the areas of e-leadership and digital entrepreneurship.
- Demonstrate to <u>institutions, universities and business schools</u> e-leadership courses developed and piloted in different contexts and countries and for different target groups as well as lessons learnt and guide <u>education and training institutions</u> to develop e-leadership programmes.
- Encourage <u>employers – especially SMEs and start-ups</u> - to make use of e-leadership programme and course offerings and to team up with education and training institutions to develop these in line with their needs.
- Inform <u>policy-makers and government representatives</u> interested in promoting digital innovation and developing appropriate national policies and initiatives of different type and in different policy areas about already existing successful national policies and initiatives in this area which they may want to take as inspiration and for their own work.

Target group

This event is targeted at innovative employers especially from SMEs and start-ups, entrepreneurs, current and aspiring e-leaders, professional associations, universities and business schools as well as (especially the morning session) policy-makers interested in promoting digital innovation and developing appropriate national policies and initiatives of different type and in different policy areas.

Attendance fee

There is no charge to attend the event. Anyone expressing an interest will be sent a link to the outputs of this event.

Due to the need to balance the stakeholder groups, final acceptance of participation is by personal invitation. Acceptance will be confirmed within two weeks of registration. Please register your interest at the following website: <u>www.eskills-lead.eu</u>.

Agenda

Chairperson: Mika Helenius, Aalto University

AFTERNOON SESSION:
e-Leadership Policy and Education and Training Landscape

14:30 – 15:00	**Registration**
15:00 – 15:30	**Welcome and Introduction**

Entrepreneurial SME – Digital Insight and Innovation

> **Mika Helenius / Aalto University**

Digital Competences Transformation

> **Robert Serén, CEO / TIVIA**

Aalto University – Innovation with student entrepreneurs

> **Prof. Peter Kelly / Aalto University**

15:30 – 15:50

The European e-Leadership Skills Initiative: Introduction & overview
European Commission Policies and Initiatives on e-leadership

> **André Richier, European Commission DG Internal Market, Industry, Entrepreneurship and SMEs (Belgium)**

e-Leadership for SMEs and Entrepreneurs: a European Initiative

> **Werner B. Korte, Director, empirica (Germany)**

15:50 – 16:10

e-Leadership Scoreboard, National Policy Initiatives and Higher and Executive Education and General Training Landscape in Europe

- **National policies relating to e-leadership and digital entrepreneurship**
- **Initiatives and multi-stakeholder partnerships**
- **Benchmarking and e-Leadership Scoreboard**
- **e-Leadership and digital entrepreneurship higher and executive education programmes and general training programmes for SMEs and entrepreneurs in Europe**

> **Werner B. Korte, Director, empirica (Germany)**

16:10 – 17:10	**Discussion with speakers and the participants**
17:10 – 17:30	**Conclusions and Next Steps**
17:30 – 18:00	**Networking**

17:30 – 18:00	**Registration**

18:00 – 18:30

Welcome and Introduction

Entrepreneurial SME – Insight and Innovation

> Mika Helenius, Aalto University

Aalto / Student perpective "Summer of Startups Sales Competition Winner"

> Erkka Isomäki , Co-founder Viima Solutions Oy

Aalto Ventures Program – Practice catalyst for change

> Dr. Timo Nyberg, Aalto University

18:30– 18:45

Innovation through e-leadership: Skills requirements in SMEs and Start-ups

- Results from interviews and a European survey of decision makers
- Case studies of successful SMEs

> Werner B. Korte, Director, empirica (Germany)

18:45 – 19:15

Innovation through e-leadership: Successful SMEs – case studies

CASE: Kiosked Corp. – Motezing global content

> Micky Paqvalen, CEO and Founder

CASE: Tuxera Corp. – Your data anywhere you want it

> Mikko Välimäki, CEO

CASE: M-Files Corp. – Redefining knowledge organization productivity

> Miika Mäkitalo, CEO

19:15 – 19:45

The e-Leadership journey for SMEs and start-ups: Teaching e-leadership and innovation

Training, education and coaching courses from the European e-Leadership for SMEs initiative demonstrating the spectrum of offers developed from
- 'fully fledged higher education programmes' to 'short ad hoc courses',
- 'Master' degree to 'no certificate',
- 'general introduction, awareness and eye opening' to 'specific ICT or business and strategy' courses, 'module combinations'
- 'fee-based' to 'low cost' to 'no cost'
- Overview of relevant MOOCs.

> Werner B. Korte, Director, empirica (Germany)

19:45 – 20:45

e-leadership training courses & programmes for SMEs and start-ups

Digital Innovation: a strategic view of IT and innovation for SMEs

> Peter Kelly, Aalto University, Helsinki

Program in Management of Digital Innovation and IT Governance

> Prof. Matti Rossi, Aalto University, Helsinki

Program in Digital Innovation and Industrial Internet

> Prof. Martti Mäntylä, Aalto University, Helsinki

	Future program in Business Platform and Systems Innovation & Engineering Mika Helenius, Aalto University
20:45 – 21:00	**Summary, Conclusions, Next Steps**
20:45 – 21:00	**Discussion with speakers and participants**
21:00 …	**Cocktail & Snacks networking**

Organizing and Promotional Partners

Registration

Please register your interest at the following website: www.eskills-lead.eu

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Further Information

e-Leadership Flyer
You can obtain background research on the e-leadership topic by accessing a flyer at the following web site:
http://eskills-guide.eu/documents/

Event Secretariat:

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E: lead@empirica.com
W: http://www.eskills-lead.eu

Practical information

Event language

The conference language will be English.

Venue

Auditorium B200 (2nd floor)

Aalto University, School of Business

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About e-Leadership Skills for Small and Medium Sized Enterprises

This event is organised as part of the service contract e-Leadership Skills for Small and Medium Sized Enterprises launched by the European Commission DG ENTR. It is developing targeted actions for start-ups and fast growing SMEs to provide them with relevant e-leadership skills and qualifications for entrepreneurs, managers and advanced ICT users that are recognized trans-nationally.

The initiative is contributing to the "Grand Coalition for Digital Jobs" and as a contribution to the follow up of the Commission's Communication on "e-Skills for the 21st Century" which presents an EU long term e-skills agenda, of "The Digital Agenda for Europe" and of the Communication "Towards a Job-rich Recovery".

The main focus of this service contract is on e-leadership in SMEs and start-up firms. e-Leadership has been defined as the accomplishment of a goal that relies on information and communication technologies (ICT) through the direction of human resources and uses of ICT. This type of leadership is thus distinguished by the type of goal that needs to be accomplished and the type of resources a leader must coordinate and align: both the goal and the resources involve using ICT.

e-Leadership Skills Definition

e-Leadership is of crucial importance for companies and industry to excel in their business operation. For effective e-leadership, the skills required are seen as those which enable people with very strong ICT skills to lead qualified staff from ICT and other disciplines towards identifying and designing business models and exploiting key innovation opportunities. Their success is defined as making best use of developments in ICT and delivering value to their organisations. Demand is growing throughout European industry to improve the quality of e-leadership, covering organisation leadership in ICT innovation to deliver business value. Research has confirmed a significant shortage of e-leadership skills across Europe - a call for action.

e-Leadership skills refers to the skills which an individual in the modern economy requires to initiate and achieve innovation utilising ICT:

- Business Savvy: Innovate business and operating models, delivering value to their organisations

- ICT Savvy: Envision and drive change for business performance, exploiting digital trends as innovation opportunities

- Strategic Management capability: Lead inter-disciplinary staff, and influence stakeholders across boundaries (functional, geographical).
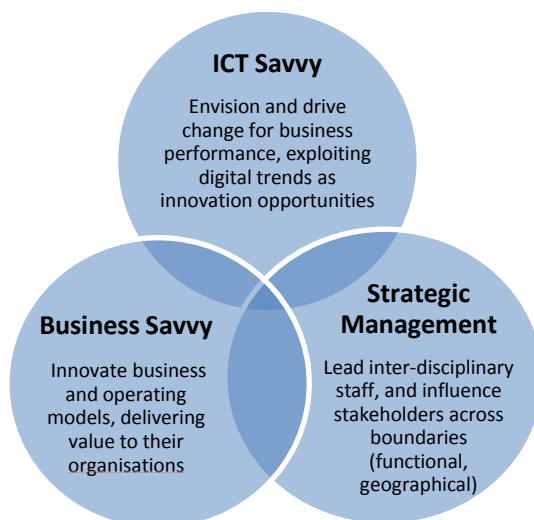
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For more information please visit: www.eskills-lead.eu and www.eskills-guide.eu

Partner organisations

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