

WINN Erasmus+ Strategic Partnership looks to support SMEs manager in building innovative firms across Europe

Within the WINN Project partners from 5 European countries collaborate to offer SMEs managers from non-technological sectors unique tools to develop their individual abilities to foster innovation within their organisations. The first development period resulted in creation of 2 unique tools WINN Customisation Tool and Workouts for Innovation Leaders.

The WINN Customisation Tool allows individuals and organisations supporting SMEs innovativeness to diagnose readiness of SMEs managers to lead for innovation. Within the Tool, Managers ability to foster innovation is tested across 6 areas supportive to leadership for innovation:

1. Innovation mindset,
2. Emotional intelligence and empathy,
3. Leadership style,
4. Collaborative behaviours,
5. Critical thinking,
6. Overcoming biases in decision making process.

Based on the assessment an individual plan for improving the ability to foster innovation and create innovative environment within the SME is individually defined.

The WINN Workouts for Innovation Leaders offer a collection of 72 practices allowing SMEs managers to train their behaviors that can foster or obstruct innovation. Following the result of individual assessment within the WINN Customization Tool, each manager will be offered a set of individually selected practices, that through daily workouts will help them be more effective in supporting innovation and innovativeness of their employees.

In the next steps a WINN Toolkit for increasing interactivity of the WINN Program and Mobile App which will be the tool to deliver the overall program to SMEs managers will be developed.



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