

INDUSTRIAL TRANSITION & INNOVATIVE CLUSTERS

*Equipping Industry Leaders
to Navigate Change and Drive Innovation*

LEAD EXPERT

Goran Mladenović

Trainer, coach, consultant, technology evangelist, and inspirational speaker experienced in cluster management, project management, HR and OD, sales, and operational management.

MBTI Certified practitioner.

20+ years of experience in managerial and specialist positions in international corporations, international development projects, business associations, and NGOs. 500+ public appearances on several continents. 2000+ assessments completed. Implemented more than 70 projects.

Clients' success: 20 startups got seed investment, 50+ organizations improved business, clients were awarded for the best recruitment process in Serbia in 2020 and 2023. Ni CAT is one of the leading clusters in the region.

Awards for social engagement: "Walker," "Master Jedi," and "1 of 1000 Heroes of Serbia in the XXI Century."

CEO of NI CAT cluster, founder of ITG Consulting, Health Supercluster board member, advisor of several startups.

TRAINING AGENDA

Day 1

Session 1 - Industrial Transition in the New Age 9:00 – 10:30

- Inspiration
- Introduction, goals, agenda
- Personal profiles, learning styles
- Critical competences for leading industrial transition

Coffee Break 10:30 – 11:00

Session 2 - Forces Driving Change and How to Leverage

Opportunities

- Forces Driving Change
- Actions
- Capture of Learning

11:00 – 12:30

Lunch Break 12:30 – 13:30

Session 3 - Innovation Bang and EC Support to Transition

- Leveraging All Sources
- Individual Decision about Elements
- EC and Other Support to Industrial Transition

13:30 – 15:00

Coffee Break 15:00 – 15:30

Session 4 - Strategic Planning

- SWOT
- Successful Stories and Mistakes
- Strategic Planning
- Capture of Learning

15:30 – 17:00

End of Day 1

Day 2

Session 5 - Change Management Concept

- Context
- Case Studies
- Personal Experiences

9:00 – 10:30

Coffee Break 10:30 – 11:00

Session 6 - Change Management Plan: Preparation and Stage 1

- Change Management Plan: Preparation and Stage 1
- 1st Part of the Plan
- Capture of Learning

11:00 – 12:30

Lunch Break 12:30 – 13:30

Session 7 - Change Management Plan: Preparation and Stage 2

- 2nd Part of the Plan
- People's Reactions to Change and How to Help Them Accept It

13:30 – 15:00

Coffee Break 15:00 – 15:30

Session 8 - Change Management Plan Preparation and Stage 3

- Part 3 of the Plan
- Presentations of Plans
- Capture of Learning

15:30 – 17:00

End of Day 2

OTHER COURSES

PM² PROJECT MANAGEMENT
METHODOLOGY FOR EUROPEAN FUNDED
PROJECTS

PROPOSAL WRITING FOR RESEARCH &
INNOVATION PROJECTS

MASTERING ERASMUS+ PROPOSAL
DEVELOPMENT: FROM PROJECT
CONCEPT TO WINNING PROPOSAL

FINANCIAL ADMINISTRATION & AUDITING
PREPARATION
FOR E.C. FUNDED PROJECTS

RISK MANAGEMENT FOR EC FUNDED
PROJECTS

IMPACT OF E.C. FUNDED RESEARCH

FOR ALL UPCOMING COURSES PLEASE SCAN QR CODE



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TRAINING AGENDA

Day 3

Session 9 - Context of Innovative Clusters

9:00 – 10:30

- Role in the Economy/in Regional Development
- Cluster Policies
- 4 Stages of Development
- Best World Practices and European Context

Coffee Break 10:30 – 11:00

Session 10 - Cluster Basics

11:00 – 12:30

- Key Stakeholders, Needs Analyses, Trust Building
- Case Studies, Success Stories, and Failures: Dos and Don'ts
- Cluster Monitoring (KPIs, Meetings)
- Agile Approach in Business

Lunch Break 12:30 – 13:30

Session 11 - Creation of Effective 5 Helix Model

13:30 – 15:00

- Dynamics Among 3 Worlds- Companies, University, BSOs
- Financial Institutions and Individuals to Reach 5 Helix
- Key Services to Members
- Financial Sustainability

Coffee Break 15:00 – 15:30

Session 12 - Creating Links and Making Impact Outside of the Cluster

15:30 – 17:00

- City, Municipality, Region, National Institutions
- Donors, Other Organizations
- Cluster Branding
- Finding Potential Partners
- Capture of Learning

End of Day 3

Day 4

Session 13 - EC Support

9:00 – 10:30

- Types of Calls
- National and Regional Calls, Other Sources
- Useful Links to Find Information
- Project Management Tips

Coffee Break 10:30 – 11:00

Session 14 - Challenges in Daily Business

11:00 – 12:30

- Leadership Challenges and Critical Skills in Cluster Management
- Customer Service Orientation and Escalations
- Self-Organization Session
- Q&A Session
- Capture of Learning

Lunch Break 12:30 – 13:30

Session 15 - Reaching Excellence

13:30 – 15:00

- Cultural Sensitivity (Using Hofstede and Erin Meyer Tools)
- Live vs Remote Work
- Attraction of New Members
- Internationalization: Business Ambassadors Concept
- Cluster Labels in Europe
- Key Resources | Tools for Excellence

Coffee Break 15:00 – 15:30

Session 16 - New Reality - Future is Now

15:30 – 17:00

- Future Predictions and Trends
- Self-Assessment and Personal Development Plan
- Cluster Assessment and Cluster Development Plan
- Peer-to-Peer Mentorship Matching
- Capture of Learning
- Inspirational Closure

End of Day 4

Please note - This agenda should be considered as a backbone, the exact content and flow may vary to better accommodate the needs of each training group individually.

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