



THE INNOVATIVE ORGANIZATION | Program Topics

The Innovative Organization program curriculum covers the following topics:

Topic 1 | Your Innovation Primer

- The challenge and opportunity of innovation
- Models of innovation: Mature companies and startup ventures
- Open innovation
- Customer-Centric innovation
- Live cases in innovation: Major corporations panel

Topic 2 | Recognizing Opportunities and Organizing for Innovation

- Opportunity, strategy, and assessment
- Trendspotting
- Corporate venturing
- Technology-Driven innovation trends & case studies
- Live cases in innovation: Entrepreneurs panel

Topic 3 | The Innovation Process: Tools for Strategy & Implementation

- Organization design of innovation
- The lean launchpad
- Lean innovation management
- Applying the innovation process to business model creation
- Business model discovery and transformation
- Sustainability as an innovation strategy
- Live cases in innovation: Venture capitalists

Topic 4 | Innovation in Action

- Power and influence
- Mastering the influence to move the organization
- Live cases in innovation: Your personal innovation plan