Program Objectives

1. Your Innovation Primer
2. Recognizing and Organizing for Innovation
3. Profiting from Technology Driven Innovation
5. Innovation in Action
Program Objectives

The Challenge and Opportunity of Innovation
- Understand innovation and how to create opportunities that enable new ventures, business, and participation in the emergence of new markets
- Explore how clusters of innovation, like the Silicon Valley, enable and accelerate the innovation process
- Examine how entrepreneurship and innovation work together to create value for the enterprise and society

Models of Innovation: Mature Companies and Startup Ventures
- Compare innovation management for mature corporations vs. young startups and how they support each other
- Identify key factors that encourage and inhibit innovation in mature organizations and startups looking to disrupt incumbents and invigorate new markets
- Understand the role of venture capital in radical and disruptive innovation

Live Cases in Innovation: Major Corporations Panel
- Learn from innovation practices of major global enterprises
- Investigate a broad range of strategies including corporate venture capital, incubation, spin-ins and spin-outs, university collaborations, and ecosystem development

Open Innovation
- Identify key methodologies and corporate structures important in successful implementation of Open Innovation
- Understand the Open Innovation Toolkit
- Identify key factors that encourage and inhibit adoption of Open Innovation

Your Innovation Primer

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Program Objectives

2 Recognizing and Organizing for Innovation

Opportunity Strategy and Assessment
• Explore real entrepreneurial startup ideas and identify which you believe in
• Identify what constitutes a good opportunity on for a stand-alone entrepreneurial venture
• Understand several frameworks for making venture capital decisions
• Examine the strategies that entrepreneurs use to mitigate risk, and create value
• Compare and contrast the stand-alone entrepreneurial ventures with innovations within major corporations

Live Cases in Innovation: Entrepreneurs Panel
• Explore best practices from the experience of highly accomplished entrepreneurs who are leading firms and creating new markets and products

The Lean LaunchPad
• Examine a proven methodology for quickly identifying, testing and validating assumptions made in developing new products or business models

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3 Profiting from Technology Driven Innovation

Innovation as a Process and Applying the Innovation Process to Business Model Creation
- Explore innovation as a learning process
- Identify the core skills for being an innovative thinker
- Use innovative thinking skills to generate alternative business models
- Create a compelling story for your business model

Technology Driven Innovation Trends & Case Studies
- Explore how macro societal and technological trends impact both the opportunities and threats created by innovation
- Describe the short, medium and long-term impacts of technological progress, change, and how to profit from it
- Identify ways firms can support innovation to achieve success
- Examine systems and models available to understand the impact of new technology on your industry and business

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Program Objectives

THE INNOVATIVE ORGANIZATION

Organization Design of Innovation
• Identify structural and management challenges of managing innovation in an ongoing enterprise
• Identify strategies for encouraging and sustaining an environment that enables innovation
• Experiment with frameworks and management tools for creating and sustaining innovative organizations

Live Cases in Innovation: Venture Capitalists
• Learn from a panel of highly accomplished venture capitalists who lead investment firms in creating new markets and products, and have extensive experience working in collaboration with major corporations to facilitate strategic investments and acquisitions

Business Model Discovery and Transformation
• Differentiate between product innovation and business model innovation
• Discover how business models can be used to think through corporate innovation strategies for major enterprises
• Experiment with the Business Model Canvas as a means of describing, designing and inventing new business models

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### Program Objectives

#### THE INNOVATIVE ORGANIZATION

#### Power and Influence
- Identify the principles of good power that underlie emotionally intelligent leadership
- Describe the traits of the socially intelligent leader and recognize the languages of social intelligence
- Discover the myths and realities of power and leadership
- Explore the challenges of influencing within hierarchies, including the power paradox and mindset of low power

#### Live Cases in Innovation: Your Personal Innovation Plan
- Synthesize your insights on innovation and identify concepts and techniques applicable to you and your firm
- Assess external and internal factors that will enable or hamper your innovation efforts
- Develop a personal innovation plan for moving your organization forward

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