CREATING AND LEADING A CULTURE OF INNOVATION

MARCH 13–15, 2016
SEPTEMBER 25–27, 2016 // $5,700
Kellogg School of Management, Evanston, Illinois, USA

EXECUTIVE SUMMARY

There is an unmet need for highly trained leaders who can unleash the creative spirit and create a culture of innovation. In this rigorous program you will learn to rejuvenate your workplace.

Many companies focus on streamlining and cost cutting to achieve short-term earnings growth. Successful managers, on the other hand, understand the critical role that innovation plays in their organization’s success. They aggressively seek ways to create value by launching new products and services, entering new markets or rethinking key processes.

This intensive program challenges you to take a candid look at your personal leadership style, values and impact. With guidance from our expert faculty, you’ll explore ways to instill an innovation mindset and culture within your organization and constantly improve how you relate to, interact with and inspire your people.

*Within two months of my having attended the program, our organization has adopted a creative and forward-looking strategy for our digital platforms. This program is a must for all senior leaders.*

COO/CFO, CAPITAL PUBLIC RADIO, SACRAMENTO, CA AREA

KEY BENEFITS

• Create your personal innovation leadership plan
• Learn to lead the creation of an innovative culture within your organization and empower your employees to sustain it
• Recognize the innovation-related needs of your employees and help them solve problems in creative ways
• Acquire tools and techniques for effectively leading and motivating innovators

WHO SHOULD ATTEND

• Executives who initiate, drive and lead innovation strategies in their organizations
• Senior executives, division presidents, vice presidents and directors who are ready to challenge traditional approaches to innovation
• Multiple participants from the same organization who share innovating responsibilities

NEXT STEPS

Learn more and apply
KELL.GG/KXINNOV
Consult with an Executive Development Advisor
EXECD@KELLOGG.NORTHWESTERN.EDU 847.467.6018
CREATING AND LEADING A CULTURE OF INNOVATION
CULTIVATE A LEADING EDGE ORGANIZATION

PROGRAM CONTENT HIGHLIGHTS

Creating an Innovative Culture
- Identify key examples of leadership styles that foster innovation
- Secure management commitment to create an innovative culture
- Know when, how and why to reward risk and failure as well as success

Discovering the Leader Within
- Define your current values framework and leadership approach
- Develop your leadership profile and uncover your hidden challenges
- Create your personal leadership vision statement and plan

Servant Leadership
- Evaluate the benefits of shared leadership
- Empower and motivate others

Service Organizations
- Develop a people-oriented culture
- Inspire the front line
- Create the ultimate customer experience

Values-Based Leadership
- Discover the values of effective leaders
- Learn to rejuvenate your workplace

Technology Leadership
- Make smart investments in new technology innovation
- Activate an innovation leadership strategy that goes beyond high-tech and R&D

Leading Innovation
- Create a high-impact culture that will accelerate growth
- Develop innovation leadership for diverse and global human capital

Combined Program Option:
Growth and Innovation Week
This dynamic series expands your perspective on the opportunities that innovation creates and gives you a practical framework for capitalizing on them to drive sustainable growth. Take both programs — Creating and Leading a Culture of Innovation plus Driving Organic Growth through Innovation — consecutively as part of Growth and Innovation Week and qualify for a discounted fee.

THE FACULTY

Thomas D. Kuczmarski
Academic Director; Lecturer of Executive Programs; President, Kuczmarski Innovation

Diane Dahl
Founder and President, The Hartell Group Inc.

Harry M. Kraemer
Clinical Professor of Strategy; Former Chairman and CEO, Baxter International Inc.

Susan Smith Kuczmarski
Leadership expert and social scientist

Mohanbir Sawhney
McCormick Foundation Chair of Technology; Clinical Professor of Marketing; Director, Center for Research in Technology and Innovation (CRTI)

Mary Ellen Weber
Former astronaut; Managing Director, Stellar Strategies LLC

These respected researchers, global thought leaders, prolific authors, in-demand consultants and hands-on practitioners blend leading-edge theory with real-world practice to create an interactive, invigorating learning experience.

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ACCOMMODATIONS: This program is held at the James L. Allen Center and includes onsite lodging, all meals, coffee breaks and snacks. Participants also enjoy access to a fitness center and lakeshore walking paths.