

Leading and Sustaining a Culture of Innovation

Cultivate a leading-edge organization

In-person

April 8-11, 2024

Sept. 16-19, 2024

\$9,000*

The world of business has been disrupted in fundamental ways by the COVID-19 pandemic. But disruption also creates a historic opportunity for innovation, allowing you to transform your business and capitalize on opportunities in the post-COVID-19 world. Winning business leaders know that the key to value creation and sustained growth lies in innovation.

Leaders can create new value for their customers, consumers or constituents by launching new products and services, entering new markets, creating new business models and even new businesses, or rethinking key processes. There has never been a better time to innovate than this time of crisis.

This intensive program takes you through all the essential elements of creating, leading and sustaining a culture of innovation. Our expert faculty and industry practitioners will guide you through an exploration of how to instill an innovation mindset within your organization, how to identify resources and commercialize innovation opportunities, how to foster innovative behaviors and values, how to build innovation capabilities and how to create an agile and innovative organization. Every participant will be coached on how to develop an innovation strategy for their own organization and develop an Innovation Culture Blueprint. Some participants will also present their strategy and blueprint to their peers.

“The content and delivery format of this program has been completely redesigned which includes:

1. Breakout sessions
2. Case studies and real world examples
3. Group polls and discussion
4. Virtual office hours
5. A culture clinic
6. Themed table talks
7. A values workshop
8. Culture blueprint

— all designed to create a social and community experience in a virtual world.”

THOMAS D. KUCZMARSKI, ACADEMIC DIRECTOR

Key benefits

- Learn how business leaders are responding to the COVID-19 pandemic
- 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
- Become skilled at identifying, prioritizing, resourcing and commercializing innovation opportunities
- Create the behaviors and incentives that foster innovation in your organization
- 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 innovation responsibilities

Learn more and apply: kell.gg/kxinnov

* Your in-person program fee includes accommodations, meals and course materials. Dates and program fees are subject to change.

Program content

Understanding innovation best practices

- Discover the balance between strategy, process, and culture
- Learn how winning innovation companies achieve success
- Apply best practices to your own organization

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

- Become a “Peopleship” leader
- Define your current values framework and leadership approach
- Develop your leadership profile and uncover your hidden challenges
- Create your own personal leadership vision statement

Assessing your cultural barriers in the culture clinic

- Learn from others the barriers that prevent innovation culture
- Discuss ways to instill a risk-taking culture

The faculty

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.

Thomas KuczmarSKI

Academic Director; Adjunct Lecturer of Executive Education with the Center for Research in Technology & Innovation

James Conley

Clinical Professor of Operations

Harry Kraemer

Clinical Professor of Management & Organizations

Andrew Razeghi

Lecturer, Kellogg School of Management; Founder and Managing Director, Strategy Lab Inc.

Mohanbir Sawhney

Associate Dean for Digital Innovation; McCormick Foundation Chair of Technology; Clinical Professor of Marketing; Director of the Center for Research in Technology and Innovation

Robert Wolcott

Adjunct Professor of Executive Education; Co-Founder and Executive Director, Kellogg Innovation Network

Ed Zajac

James F. Bere Professor of Management and Organizations

*Please note:
Faculty is subject to change.*

Participating in themed table talks

- Join a small group session to discuss themed topics
- Learn about industry trends and new innovation techniques

Explore a commercialization process

- Learn to manage risk and uncertainty in commercializing innovation
- Understand the need for different metrics, processes and skills along the innovation journey
- Define a complete standard operating procedure for innovation

Activating values-based leadership

- Discover the values and norms of effective organizations
- Learn to rejuvenate your workplace

Leading the growth process

- Identify innovation and growth opportunities
- Grow entrepreneurship inside the organization
- Lead disruptive innovation

Leveraging intellectual capital and technology

- Make informed investments in technology innovation
- Understand and manage your intellectual-asset portfolio

Implementing innovation

- Build and manage strategic alliances for innovation
- Create an agile organization to accelerate decisions



Your learning experience

Whether you choose to join us in-person or participate in our dynamic live virtual programs, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

**When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.*

Learn more and apply:
kell.gg/kxinno

Consult with an Advisor:
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