Leading and Sustaining a Culture of Innovation
Cultivate a Leading Edge Organization

EXECUTIVE SUMMARY

Streamlining and cost-cutting may yield short-term earnings gains, but winning managers know that the key to value creation and sustained growth lies in innovation — continuously seeking opportunities to create value whether by launching new products and services, entering new markets or rethinking key processes.

This intensive program takes you through all of the essential elements of creating, leading and sustaining a culture of innovation. Our expert faculty and industry-practitioner experts will guide you through an exploration of how to instill an innovation mindset within your organization; identify, resource and commercialize innovation opportunities; foster innovative behaviors and values; build innovation capabilities and create an agile and innovative organization. Every participant will be coached on how to create their own innovation strategy and culture plan.

KEY BENEFITS

• Create your own innovation strategy and culture 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

NEXT STEPS

Learn more and apply
kell.gg/kxinnov

Consult with an Executive Development Advisor
execed@kellogg.northwestern.edu
847.467.6018

April 27–30, 2020 // $8,150
Sept. 28 – Oct. 1, 2020 // $8,150

Your program fee includes accommodations, meals, course materials and access to a fitness center. Dates and program fees are subject to change.
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PROGRAM CONTENT HIGHLIGHTS

Understanding Innovation Best Practices
• Seek the balance between strategy, process and culture
• Apply them 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

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

“...This program takes a very comprehensive approach to innovation. We will be able to apply several learnings immediately at my organization. I have been able to pressure test our innovation strategy and process at Merck against key hard skills of the course. This was a very valuable use of time at exactly the right time for us.”
Executive Director, U.S. Market Innovative Solutions, Merck

THE FACULTY
Thomas D. Kuczmarski
Academic Director; Adjunct Lecturer of Executive Education with the Center for Research in Technology & Innovation
James Conley
Clinical Professor of Innovation & Entrepreneurship
Robert Cooper
Adjunct Lecturer of Executive Education; Senior Fellow, Center for Research in Technology & Innovation
Harry Kraemer
Clinical Professor of Leadership
Susan Smith Kuczmarski
Leadership Expert and Social Scientist
Andrew Razhegi
Adjunct Lecturer of Marketing
Mohan Sawhney
McCormick Foundation Chair of Technology; Clinical Professor of Marketing; Director of the Center for Research in Technology & Innovation
Mary Ellen Weber
Former Astronaut, and Principal, Stellar Strategies, LLC
Ed Zajac
James F. Bere Professor of Management & Organizations

Please note: Faculty is subject to change.

YOUR LEARNING ENVIRONMENT
The program is held on the beautiful lakefront campus of Northwestern University at the James L. Allen Center, minutes from downtown Chicago.

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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.
# Leading and Sustaining a Culture of Innovation

Cultivate a Leading Edge Organization

**ACADEMIC DIRECTOR:** Thomas D. Kuczmarski

**SAMPLE SCHEDULE**

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<td><strong>AFTERNOON SESSIONS</strong></td>
<td><strong>EVENING SESSION</strong></td>
<td><strong>LUNCH</strong></td>
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<td>R. Cooper</td>
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<tr>
<td>The Role of Leadership and Critical Behaviors to Support Innovation-Driven Growth (Cont'd)</td>
<td>The Role of Leadership and Value in Action (Cont'd)</td>
<td>Innovation and Brands</td>
<td>Bringing It Home: Resourcing and Commercializing Innovation</td>
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<td>Disciplined Growth Through Focus</td>
<td>Perspectives from Practitioners Panel</td>
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<td><strong>DINNER</strong></td>
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<td>Design for Disruption: 10 Innovation Principles and a Case Study</td>
<td>Decision-Making in High Risk, High-Stakes Ventures: Lessons from Space</td>
<td>Presentations of Innovation Strategy and Culture Plans</td>
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