

Leading and Sustaining a Culture of Innovation

Cultivate a leading-edge organization

In-person

April 7-10, 2025

Sept. 15-18, 2025

\$9,000*

In today's complex business 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 embrace the power of innovation.

This intensive program takes you through 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 an Innovation Culture Blueprint. Some participants will also present their strategy and blueprint to their peers.

“Within two months of 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

Key benefits

- Lead the creation of a culture that embraces innovation and empower your employees to sustain it
- Create your personal innovation leadership plan
- Discover how to identify, prioritize and commercialize opportunities to innovate
- Create the behaviors and incentives that foster innovation in your organization
- Learn techniques to lead and inspire your team to embrace innovation

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

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

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

Pete Kadens

Chairman at Fello; Chairman at The Kadens Family Foundation

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

Shaun Tomson

Global Leadership Speaker, The Code

William Towns

Adjunct Professor in Kellogg's Sustainability and Social Impact Program

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.



Your learning experience

Whether you choose to join us in-person or in a live virtual format, 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.

Learn more and apply:
kell.gg/kxinnov

Consult with an Advisor:
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