

BUILDING, LEADING, AND SUSTAINING THE INNOVATIVE ORGANIZATION



WHEN

TBD

PRICE

\$4,100

excluding accommodations

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

This two-day program is designed to help organizations change how they approach new product and service developments to encourage rather than inhibit innovation. Too often the culture, structure, and organizational processes that promote efficient short-term developments make innovation very difficult to introduce. Drawing on over five decades of MIT research on innovation, the program will provide participants proven tools, concepts, and frameworks that will enable them to responsibly identify and commercialize the innovative products and services needed to survive and grow in the face of changing markets, technologies, and consumer demand.

Please visit our website for the most current information.

executive.mit.edu/inn

MIT
MANAGEMENT
EXECUTIVE EDUCATION

FACULTY



Ralph Katz



Jay Paap

**Please note, faculty may be subject to change.*

TAKEAWAYS

Participants will learn about the options available for driving strategic innovation in the organization, including how to:

- Combine the right mix of capabilities and critical functions to generate and commercialize innovative ideas more efficiently
- Develop the processes required to support these activities
- Build cultures that encourage innovative behaviors
- Overcome the six misconceptions that stymie innovation in order to help the organization identify process information, identify opportunities, and deal with risk and uncertainty in a more timely manner

WHO SHOULD ATTEND

This program has been developed for executives, managers and leaders who are interested in improving the organization's innovative capabilities, including:

- VPs of Marketing, New Product Development, R&D, Human Resources, and New Business Development
- CIOs
- Chief Technologists, Innovation Officers
- Managers and leaders with responsibility for innovative activities
- Other executives with leadership responsibility



This seminar brought into focus the real difficulties in implementing innovations and provided strategies for overcoming them. The three professors brought extensive practical experience to the table and built upon their lessons learned. Of the seven executive programs I have attended at first rate universities this is exponentially better than all the rest.

OVERALL RATING | ★ ★ ★ ★

– Daniel S.

CONTACT INFORMATION

MIT Sloan Executive Education

P +1-617-253-7166 | **E** sloanexeced@mit.edu

executive.mit.edu

