This five-day program explores the process of systematic innovation in product development, business processes, and service design—with a special focus on the end-to-end design and development process. Systematic Innovation introduces a structured approach to design and customer analysis processes that draws on important trends essential to successful innovation today: the digitization of all business processes, the blending of product and service into integrated solutions, considerations around environmental sustainability, and the use of globally distributed teams. As a participant, you will learn how to lead these innovation processes in a fluid world where the best-made assumptions can, and often do, change midstream. You will also have an opportunity to discuss and apply these frameworks to your own experiences. The course will help executives become systematic about innovation and create value for their organizations and customers in globally connected markets.

Please visit our website for the most current information.

executive.mit.edu/ipp
The experience was outstanding with a lot of case studies, simulations and team work. The faculty has a deep experience in real life problems and is focusing on important trade-offs that are crucial for successful product development process. The applicability of the gained knowledge in the manufacturing company is outstanding.

OVERALL RATING | ★★★★★

– Mariusz A