

# INNOVATOR'S DNA:

## MASTERING FIVE SKILLS FOR DISRUPTIVE INNOVATION



### WHEN

Apr 14–15, 2025 - live online  
Sep 23–24, 2025 - in person

### PRICE

\$4,700

### WHERE

Live Online - Zoom  
In Person - Cambridge, MA

### EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

Innovation is a big buzzword that means different things to different people. Where do innovative and revolutionary business ideas come from? According to research by Hal Gregersen, co-author of *The Innovator's DNA* and executive director of the MIT Leadership Center, mastering five key skills forms the foundation for finding ideas that create value. Phil Budden, senior lecturer in MIT Sloan's TIES (Technological Innovation, Entrepreneurship and Strategic-management) Group, also provides his expertise on how to foster innovation within your organization and nurture an innovation ecosystem. This business innovation course helps executives learn to achieve breakthrough insights through self-assessment, catalytic questioning, deep observation, diverse networking, and rapid experimentation through various breakout sessions.

Please visit our website for the most current information.

[executive.mit.edu/dna](https://executive.mit.edu/dna)



## FACULTY\*



Phil Budden



Hal Gregersen

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

## TAKEAWAYS

This highly interactive business innovation course will help you:

- Gain deeper insight into your unique strengths as an innovator
- Build questioning, observing, networking, and experimenting capabilities to surface new ideas and value-creating innovations
- Hone questioning skills intensively through individual and group exercises
- Apply skills to a real individual challenge
- Evolve your existing corporate culture to better foster these five skills

## WHO SHOULD ATTEND

This course has been developed for executives seeking to improve their creative problem solving skills and deliver higher value-creating innovation at their organizations:

- CEOs
- Presidents
- COOs
- Executive VPs
- Heads of R&D, Engineering, Manufacturing, and IS
- Chief Technologists
- Corporate Planners and Strategists
- VPs of Marketing and New Venture Development
- Other senior managers with leadership responsibility



*This is one of the best classes I have attended at MIT. Hal delivered the content with quality and by frequently engaging participants in live discussions throughout the class. I have certainly gained new insights from this class and I am ready to apply them to my work.*

**OVERALL RATING** | ★ ★ ★ ★ ★

– Arun P

## CONTACT INFORMATION

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