

INNOVATOR'S DNA:

MASTERING FIVE SKILLS FOR INNOVATIVE IMPACT

WHEN

Sep 23–24, 2025 - in person

PRICE

\$4,700

WHERE

Live Online - Zoom
In Person - Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

Innovation isn't just a buzzword—it's a skill set. In an era of rapid AI-driven transformation, how do leaders continuously generate groundbreaking ideas and maintain their human edge? According to research by Hal Gregersen, co-author of *The Innovator's DNA*, the world's top innovators depend on five key discovery skills to succeed: questioning to challenge assumptions, observing to recognize emerging patterns, networking to surface unexpected insights, experimenting to refine big ideas, and associating to combine unrelated concepts into disruptive business models.

Far from making these skills obsolete, AI is amplifying their power. Today's disruptive innovators aren't just using AI as a tool, they are co-creating with it, balancing human ingenuity with AI-driven insight. By embedding AI into the innovation process, this course helps leaders retain their agency, sharpen their discovery skills, and navigate change with confidence. Participants will learn not only how to foster curiosity and creativity but also how to harness AI in ways that enhance rather than replace human intuition.

Please visit our website for the most current information.

executive.mit.edu/dna



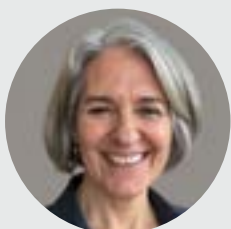
FACULTY*



Phil Budden



Hal Gregersen



Kelvy Bird

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

TAKEAWAYS

This highly interactive business innovation course will help you:

- Gain deeper insight into their own discovery and execution skill balance, and develop strategies to leverage both for greater leadership impact
- Build questioning, observing, networking, experimenting, and associational thinking capabilities to surface new ideas and deliver value-creating solutions
- Apply the Jobs-to-Be-Done framework, and use AI-powered insight, to decode customer needs more effectively
- Evolve existing corporate culture to foster more 10% improvements and 10x transformations through the effective combination of innovation and execution skills.
- Apply discovery skills, and enhance them with AI tools, to make measurable progress on concrete individual challenges
- Shape creative cultures that create and sustain high innovation premiums for teams and organizations

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, and COOs
- Executive VPs, VPs of Marketing and New Venture Development
- Heads of R&D, Engineering, Manufacturing, and IS, Chief Technologists
- Corporate Planners and Strategists



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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