

# DRIVING STRATEGIC INNOVATION:

## ACHIEVING HIGH PERFORMANCE THROUGHOUT THE VALUE CHAIN



### WHEN

Feb 22– Mar 5, 2021

Oct 3– 8, 2021

### PRICE

\$11,900

excluding accommodations

### WHERE

Feb: Live Online with IMD

Oct: Cambridge, MA

### EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

Offered jointly with IMD, this intensive learning experience helps business leaders successfully manage innovation from concept to commercialization. Drawing on a dynamic and integrative value chain framework created at MIT, you will discover how to build organizational relationships that facilitate knowledge transfer, both within the firm and across the value chain. The program combines marketing, product development, technology assessment, value-chain design, project execution, and talent management in an end-to-end road-map that will enable you to generate breakthrough ideas to help your company outperform the competition. You will learn how to meet technology challenges—from R&D to manufacturing, project management, and engineering—and develop organization and supply chain strategies to position your company for future growth. You will leave the program better able to influence corporate culture and alter the way your organization responds to the challenge of innovation.

Please visit our website for the most current information.

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

**MIT**  
**MANAGEMENT**  
EXECUTIVE EDUCATION

## FACULTY\*



Charles Fine



Bill Fischer



Duncan Simester

## TAKEAWAYS

This program will help you:

- Understand how technologies and markets evolve and how they are linked
- Link technology decisions with business strategy
- Integrate product development, process developments, and value-chain strategy
- Leverage learning and innovation collaboration with customers, lead users, and suppliers to maximize the value of research
- Cope with shorter product life cycles, while delivering greater customer satisfaction
- Optimize sourcing and “make-buy” decisions
- Integrate supply-chain design with concurrent engineering
- Engage talent within the organization and across the value chain

## WHO SHOULD ATTEND

- Senior executives and entrepreneurs who have significant input into the technology and innovation strategy of their organizations
- CEOs, CTOs, COOs, CIOs
- Executives who play a key role within their organizations, which gives them the ability and perspective to look up and down the value chain to appraise strategic technology options
- Senior executives in charge of innovation or new business development
- Other senior executives and entrepreneurs responsible for technology, R&D, and supply-chain strategy, especially where coordinated technology development issues are essential
- R&D directors
- Teams charged with planning and implementing innovation or value chain strategy



*The program was excellent. The Professors and other staff were world class, as were the diverse, international executive participants. The course was stimulating and thought-provoking. A big plus is that I walked away with tools, templates, case studies and insights that I can readily apply back at work.*

**OVERALL RATING** | ★ ★ ★ ★ ★

– Jane W



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

## CONTACT INFORMATION

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