

# ACCELERATING CORPORATE INNOVATION: THE COMPETITIVE ADVANTAGE OF ECOSYSTEM ENGAGEMENT



## WHEN

Sept 13 – 14, 2022 (In Person)

## PRICE

\$4,300

## WHERE

In Person (Cambridge, MA)

## EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

Based on MIT's research into the science of innovation ecosystems, this course equips executives with the high-level frameworks and tools necessary to understand innovation and entrepreneurship in the ecosystems around them, make the shift to a more effective ecosystem-based open innovation approach, and design programs to engage effectively with external stakeholders. You will explore how to harness the power of open innovation ecosystems around the globe or in a specific region of interest for your organization. This practical program will provide you with the tools and frameworks necessary to take externally focused innovation and entrepreneurship activities to the next level at an organization.

Please visit our website for the most current information.

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

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

## FACULTY\*



Phil Budden



Fiona Murray

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

## TAKEAWAYS

This course will enable you to:

- Understand why innovation is a challenge in an organization
- Assess and identify the innovation hub with which to engage (e.g., Boston, Israel, London, Berlin)
- Consider how best to engage in these ecosystems—via hackathons, accelerators, venture competitions, and more
- Develop new organizational practices to break down internal silos and the “fortress mentality”
- Learn how to shift toward a more open innovation ecosystem framework
- Identify what organizations want from the ecosystem—and what can be given back, with metrics that can track such changes

## WHO SHOULD ATTEND

- Executives in both public and private sectors, ranging from senior managers and corporate entrepreneurs to C-suite executives and future leaders
- Those interested in encouraging innovation in their organizations or regions
- Entrepreneurs
- Government policymakers
- Investors
- Professionals from both developed and emerging markets
- Regional development officers



*Very insightful and interactive class, great faculty and inspiring contributions from the participants. The content is very new and related to one of the most relevant aspects of innovation management for companies of every size.*

**OVERALL RATING** | ★ ★ ★ ★ ★

– Paolo Z

## CONTACT INFORMATION

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