



**Schulich**  
School of Business  
Executive Education Centre

This program is one of three modules of the upcoming **Master Certificate in Innovation** launching in Fall 2018

# Certificate in Strategic Leadership and Innovation

*Develop your capability to successfully lead innovation projects – from strategic growth planning to new products and operational improvements.*

## SEEC Moments of Insight include:

Appreciation for the dimensions and critical nature of innovative thinking and the challenges of leading innovation.

Understanding culture as an enterprise-wide innovation enabler which integrates mindsets, tool sets and skill sets.

Determining the degree of organizational change that is required, building the case for change, and overcoming resistance.



Register for an Upcoming Session:

October 15 - 19, 2018  
April 29 - May 3, 2019

## Our Participants Say it Best:

*"This course certainly disrupted my existing notion of innovation. It isn't spontaneous, it isn't a eureka moment. It's much more deliberate and requires great discipline. I'm confident this course will help bring that discipline to our organization."*

**T. Calder, VP,  
Client Strategy,  
Search Engine People**

*"A fabulous investment of my time, enabling focus on leadership and innovation! The variety of content matched with how to integrate it all together was excellent. Can't wait to put into action!"*

**Nancy Jenner-Rolke,  
Senior Manager Strategic Initiatives,  
TD Canada Trust**

*"A fantastic learning opportunity. Putting a workable framework around innovation is long overdue and has direct impact on your ability to lead meaningful change."*

**James Mitchell, Senior Director, Client Data Governance and Strategy,  
RBC**



35 CPD

Register Today / Complete Details

<http://seec.online/11874>



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# Certificate in Strategic Leadership and Innovation

## Equip yourself with a framework for leading strategic innovation projects.

Innovation is a key part of the strategic planning process for any business, and **every leader needs to know how to manage innovation initiatives.**

**Innovation is the #1 strategic driver to grow your business.** Whether launching new products or improved manufacturing and IT systems, this program is ideal for VPs and managers tasked with finding **new ways to create value for their customers and their organizations.**

Participants will create a **customized innovation leadership plan with turn-key strategic frameworks**, and identify new strategies, opportunities and challenges within your department and the entire organization.

Bonus  
Follow up  
2-hour coaching  
session!

## Who Should Attend

Recommended for all leaders who want to **develop the capability to lead and manage innovation – from strategic planning to operational initiatives.**

- Directors, vice-presidents, and senior managers of business units
- National, regional and international division managers
- Strategic planners and corporate advisers
- IT operations, marketing, sales, quality and manufacturing managers
- Functional department heads
- Public sector departmental leaders
- Leaders on critical organizational priorities

## What You Will Learn

1. How to **link innovation planning** to your current and future business strategies
2. Lead **successful innovation initiatives** in any area of your organization
3. **Target areas of your organization** where you need strategic innovation
4. Learn how **culture impacts leadership success**
5. **Apply design thinking** to your innovation efforts
6. **Embed an innovation process** in your team or organizational approach
7. **Execute innovations** through change management and innovative planning

## Key Skills & Competencies

In just five days, develop new strategic skills and competencies in:

1. **Integrating** an innovation playbook with your strategic plans
2. **Creating** competitive advantage through innovation strategy
3. **Spotting and seizing** untapped business opportunities
4. **Using** design thinking to foster innovation acceleration
5. **Building** lasting breakthroughs through cultural innovation
6. **Creating** systemic innovation
7. **Making** new ideas happen
8. **Fostering** an opportunity mindset with your people
9. **Influencing** stakeholders to gain momentum

*Ideal for people who are tasked with finding new ways to create new value.*

# Overview of Program Content Modules

## Pre-Work Materials

- Take the FOURSIGHT™ Breakthrough Thinking Profile
- Complete innovation survey
- Read selected innovation articles

## Innovation: The Fundamentals (Day 1)

### Module 1: The Essential Links

- Defining innovation in your organization
- Determining the appropriate level and type
- Managing an effective innovation portfolio

### Module 2: Innovation as a Practice

- Applying the FOURSIGHT™ profile
- Key principles of creative thinking
- Overcoming barriers

## Planning Innovation (Day 2)

### Module 3: The Challenges of Leading an Innovating Organization

- Critical nature of innovative thinking
- Challenges of leading innovation
- Effective risk assessment

### Module 4: How Much and What Kind of Innovation Do You Want?

- From incremental to disruptive
- Forces driving relentless change
- Ensure you and your organization are not 'blindsided'

## Instructor Profiles

**Lee-Anne McAlear**, Program Director, SEEC Centre of Excellence in Innovation Management and President of the Toronto-based innovation house, CURRENT, is a leading innovation specialist with over 20 years of innovation, leadership and team experience.

**Megan Mitchell**, Program Director, SEEC Centre of Excellence in Innovation Management, author and founding partner of Mitchell Consulting. Megan is one of Canada's top innovation practitioners with over 20 years experience in innovation, marketing, sales, HR and leadership.

**Jim Harris** is an author, management consultant, facilitator, thinker and speaker on disruptive innovation, change and leadership with 25-plus years' experience. His latest book *Blindsided!* is a number-one international bestseller.

**David Weiss, PhD, ICD.D** is President & CEO of Weiss International Ltd., a consulting firm based in Toronto that focuses on innovation, leadership and HR issues, and the author or co-author of six business books, including the best-selling *Innovative Intelligence* (Wiley).

## Design Thinking (Day 3)

### Module 5: Innovative Company Site Visits

- Site visits with an emphasis on culture, space and engagement

### Module 6: Implications for Innovation

- The critical nature of insights
- The design process and application

## The Process and the Practice (Day 4)

### Module 7: Innovation as a Process

- The four-step innovation process
- Develop expertise in each critical step

### Module 8: Making Innovation Happen

- Building the case for change
- Determining the level and degree of organizational change
- Developing stakeholder influencing strategies

## Leading Innovation (Day 5)

### Module 9: The Culture of Innovation

- Leading self, teams and enterprise-wide innovation
- Culture as an enabler
- Mindset and skill set integration

### Module 10: Integration of Competencies

- Review and application

## What Participants Say:

*"This course is a true testament to leadership in action. We learned theoretical opportunities and immediately identified how to put them into practical. The modules, discussions, interaction and facilitators made this experience an absolute positive experience for myself and my organization."*

**Brenna Martin, Manager,**  
Customer Relations  
PowerStream Inc.

For complete program content and additional participant testimonials please visit us online at:



<http://seec.online/11874>

## Key Program Take-Aways

1. **An innovation playbook** capturing all tools, techniques and frameworks
2. Your personal FOURSIGHT™ Breakthrough Thinking Profile
3. Targeted and relevant take-away **articles on applying innovation**
4. A **network** of current innovation practitioners and thought leaders
5. Complimentary, **two hour follow-up coaching session** following course completion

This program also features **guest lectures** from industry-leading innovation practitioners.



*Learning shouldn't stop at the end of your formal education in high school, college or university.*

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

The Schulich Executive Education Centre is a strategic business unit of the Schulich School of Business at York University in Toronto. Our role within the school is to provide lifelong learning for the development of professionals and executives long after their full-time education has been completed and they are in the work force.

**All SEEC Programs Feature:**

**Just-in-Time Learning for Immediate Application**

Executive and Professional Development at Schulich is focused, practical and immediately applicable to the skills you need and the task at hand. Select from a wide variety of relevant management topics at SEEC today, and use the new skills and techniques you learn at the office tomorrow.

**Advanced Curriculum Structure**

Our programs combine a variety of modalities to ensure optimal program effectiveness, relevance and retention for adult learners. They include mini-cases, break-out sessions, simulations, role playing and other interactive events to reinforce the concepts being taught.

**Outstanding Faculty**

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Their professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the program.

**Risk Free Learning**

SEEC Open Enrolment programs come backed with a 100% satisfaction guarantee.



**A Lasting Memento**

Participants receive a handsomely framed Certificate of Course Completion.



**Upcoming Sessions & Locations**

**October 15 - 19, 2018**

Schulich Executive Learning Centre  
York University, 4700 Keele Street, Toronto  
Tel: 416.736.5079

**April 29 - May 3, 2019**

Schulich Executive Learning Centre  
York University, 4700 Keele Street, Toronto  
Tel: 416.736.5079

Programs run 9:00 a.m. - 4:30 p.m. each day.

**Program Tuition & Registration Details**

**Program Tuition:** \$4,950 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

**Special Team Savings:** Save \$150 each when two or more team members from the same organization register for this program at the same time.

**Please Note:** Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. HST# R119306736.

**Optional Accommodation**

To enhance your learning experience, participants receive a special corporate rate at the The Schulich Executive Learning Centre Hotel (for programs held at the Schulich Executive Learning Centre), and the Fairmont Royal York Hotel (for programs held at The Nadal Management Centre). For details please visit the **Contact and Locations** section of our website.

**Contact Us**

For program content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca).

