



Online
Virtual
Classroom
Delivery



Schulich
School of Business
Executive Education Centre



Innovation Leadership Programs



Innovation is about business solutions that add value and deliver results in new ways.

To excel in this increasingly competitive and fast-changing business environment, companies will need to outperform others at business strategy, product and service development, talent attraction and retention, flexible and efficient operations, and effective use of technology.

With insights gleaned from decades of global experience in the innovation space across all industries and sectors, these programs have been designed to help leaders build the strategic and tactical innovation capability required for success in today's uncertain times.



Featuring the new, secure ZOOM video-conferencing platform with:

- Multi-modal presentation of material
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and your fellow participants

Masters Certificate in Innovation Leadership

- Complete all three certificates
- Two flexible registration options

Certificate in Strategic Leadership and Innovation

- October 19 - 23, 2020
- April 26 - 30, 2021

Certificate in Design Thinking 2.0: Tools and Techniques with a User-Centred Approach

- July 20 - 24, 2020
- June 21 - 25, 2021

Certificate in Leading a Culture that Innovates and Executes

- November 23 - 27, 2020
- September 13 - 17, 2021

Our programs are designed to teach you how to lead systematic innovation to consistently develop and implement better solutions that deliver results in new ways.

Very few managers, directors and senior executives have the word innovation in their title, yet they regularly encounter thorny challenges which could benefit from being approached in new ways, with fresh eyes. In these cases, cultivating innovative thinking takes specific know-how – tools, techniques and approaches – to systematically pull the levers which enable the creativity and insights to flow. Getting to a solution which adds value and delivers results in a new way is a matter of understanding and following an innovation process.

Innovating successfully requires organizational practices, as well as processes.

The innovation process is just one half of the picture, though. Managing the politics of the organization when you're trying to do something different can be a challenge itself.

How does one lead the people involved? Part of the complexity associated with innovation is working through the organizational barriers, bottlenecks, silos and personalities to guide development and implementation of the solutions. Taking a project and actually getting it launched requires the acumen to influence organizational practice.

Tap into every level of innovation – incremental to disruptive.

Although spectacular when it hits, disruptive, revolutionary innovation is rare and hard to achieve. But that doesn't mean you shouldn't try for it. Incremental innovation focused on routine tasks is much more common and just as beneficial in numerous ways. In addition to helping keep an organization competitive and better able to achieve its mission, tapping into the creativity of staff for incremental benefits keeps them deeply engaged. The result is a healthy, fully-oxygenated organization which is talent-rich and resilient.

Certificate in Strategic Leadership and Innovation

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

Certificate in Design Thinking 2.0: Tools and Techniques with a User-Centred Approach

Develop innovative products and services that anticipate, meet and exceed users' current and future needs by utilizing a different approach than traditional incremental thinking.

Certificate in Leading a Culture that Innovates and Executes

Go beyond becoming an 'innovative' leader to become a leader of a winning organization, department or team who can create and sustain a culture of innovation to raise the bar.

Masters Certificate in Innovation Leadership

Complete all three certificates to gain big-picture insights plus the employer and peer recognition required to move into positions of leadership in the field.



56 CPD



84 PDU*



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.

Top Take-Aways

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 innovation through change management and innovative planning

Who Should Attend

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

- VPs, senior managers and directors of business units
- National, regional and international division managers
- Chief Innovation Officers and innovation practitioners
- Strategic planners, corporate advisers and leaders on critical organizational priorities
- Functional department heads including IT operations, marketing, sales, HR, quality and manufacturing managers
- Public sector departmental leaders



Overview of Learning

Innovation: The Fundamentals

The Essential Links

- Defining innovation in your organization
- Determining the appropriate level and type

Innovation as a Practice

- Applying the FourSight™ profile
- Key principles of creative thinking

Planning Innovation

Challenges of Leading Innovation

- Critical nature of innovative thinking
- Challenges of leading innovation

The Implications of Digital Transformation

- From incremental to disruptive
- Forces driving relentless change

Design Thinking

Innovative Company Site Visits

- Emphasis on culture, space and engagement

The Power of User-Centered Innovation

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

The Process and the Practice

Innovation – The Process and The Practice

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

Making Innovation Happen

- Building the case for change
- Determining the level and degree of change

Leading Innovation

How to be a Leader of Innovation

- Leading self, teams and the enterprise
- Mindset and skill set integration

Register Today!

Dates & Locations:

October 19 - 23, 2020
Virtual Classroom

April 26 - 30, 2021
Virtual Classroom

Registration Fee:

\$4,950 + applicable taxes

Virtual Classroom Times:

9:00 a.m. - 4:30 p.m. (Eastern)

Complete registration details at:

seec.online/FAQ

Technical Requirements:

seec.online/techreq

[Complete Details / Register Today](https://seec.online/12933)

<https://seec.online/12933>



5-DAY PROGRAM

Certificate in Design Thinking 2.0: Tools and Techniques with a User-Centred Approach

Develop the skills and resources to consistently drive effective innovation.

Long-term business success requires the ability to develop and sustain innovations that anticipate, meet and even exceed users' current and future needs. Innovative businesses understand that the development of successful products and services utilizes a different approach than traditional incremental thinking.

Applying the most relevant tools and techniques with a focus on customer needs at the outset increases the likelihood that proposed solutions will achieve commercial success. This program prepares business leaders to be an expert in the application of innovative approaches, tools and techniques to solve any challenge.

Top Take-Aways

1. Choose the right tools and end-to-end approaches to tackle and solve any business challenge
2. Strategically use the framework and tools to increase the level of innovation and success rates
3. Learn to empathize with users to identify and map unmet needs; apply insights to create new opportunities
4. Learn fast from experiments, prototypes and tests to increase future successes
5. Develop your organization's innovation capacity to offer more new products and services
6. Apply the principles and processes of human-centered design thinking to address real business challenges

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Overview of Learning

Planning and Identifying Challenge

- The case for human-centered design
- Key principles, philosophy and creative problem-solving framework
- The importance of empathy, addressing functional and emotional needs
- Planning your approach to solving challenges
- Finding and clarifying opportunities
- Mindset and behaviours to accelerate design thinking

Making Discoveries

- Deep customer discovery and design inquiry
- Techniques to understand customers better
- Hands on exploration of issues
- Identifying your most powerful discoveries and insights

Insights & Idea Generation

- Diverging and converging guidelines
- Identify the most crucial elements of your discoveries
- Apply different tools and techniques to generate game changing ideas
- Concurrent prototyping to accelerate validation

Prototyping and Acceptance

- Qualitative and quantitative methodologies for idea validation
- Barriers to adoption and stimulating innovation adoption
- Learning from experimentation and failing fast

Catalyzing Implementation

- Accelerating buy-in and implementation
- Keeping the momentum going
- Tailoring approaches for future projects
- Personal reflection and application

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<https://seec.online/12934>



Certificate in Leading a Culture That Innovates and Executes



Overview of Learning

Create and sustain a culture where innovation and creativity thrive in every corner.

While many organizations focus on addressing problems, the most successful ones focus on raising the bar. One of the most effective ways to reach new heights is to create a culture of innovation. An innovation culture not only drives development of new products and services, it also attracts and retains talent, ensuring future growth. This program will address the critical elements of creating such a culture.

Focusing on the role of leadership in implementing and sustaining the cultural experience, the program does a deep dive into the fundamentals of an organizational culture of innovation. Also includes an exploration of cultural barriers and enablers, and the levers which can be pulled to give the best results.

Creating a Culture of Innovation

- What is culture and what is a culture of innovation?
- The characteristics and behaviours of a culture that innovates
- Differentiate between culture and climate

Leading an Innovative Organization

- The steps to transforming a culture to a culture that innovates
- Identify the cultural gaps between the existing and the desired state
- Identify functional, psychological and physical elements that leverage and affect cultural change

Experience Innovative Cultures

- Innovative company site visits
- Learn from a variety of innovative environments
- See cultural innovation up close and personal
- Apply new thinking and strategies to your existing culture

Transitioning from one Culture to Another

- Pulling cultural levers
- Identify intrapreneurial behaviors and actions
- Developing strong influencing strategies to break old patterns, bad habits, entrenched behavioural mindsets and typical reactions

Lessons From the Trenches

- Round tables with senior leaders
- Conversations around real challenges you are facing
- Applications and next steps
- Experiential exercise to bring it all together

Top Take-Aways

1. Lead the creation of an innovative culture that will accelerate growth and empower your employees to sustain it
2. Learn how to effectively deal with people who are risk intolerant
3. Identify the critical processes, practices and levers that will support your desired innovation culture
4. Understand your organization's readiness for change and identify the roadblocks
5. Identify and use the innovation metrics that matter
6. Develop influencing strategies for your organizational network and stakeholders
7. Map out your own culture of innovation implementation plan

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Masters Certificate in Innovation Leadership

Complete all three certificate programs and earn your Masters Certificate in Innovation Leadership.

A Masters Certificate in Innovation Leadership will provide you with all the critical innovation leadership competencies required to help your organization execute creative responses to tough business challenges. The unique combination of programs will enable you to apply concrete, tangible innovation skills, knowledge and tactics to cultivate a culture of innovation, deliver enhanced business and organizational results, and successfully embed innovation into organizational strategy and processes.

Key Masters Certificate Outcomes for Participants

- Learn a comprehensive set of innovation tools, skills and processes you can implement across your department, division, or organization
- Develop an innovation mindset and the unique leadership skills required to implement a sustainable culture of innovation
- Become an acknowledged subject-matter resource and innovation management professional within your organization

SEEC Masters Certificates are designed for experienced managers who want to upgrade, broaden, validate, or demonstrate their knowledge in specialized fields – without a major interruption to their business schedule.

Convenient individual modules give you concrete technical and management expertise in foundational areas. Completing the combination gives you the big-picture insight required to move into positions of leadership in the field.

Program participants say they leave with a transformed understanding of their abilities and capabilities, both professional and personal. Employers and peers say it's clear that graduates from these intensive, hands-on learning experiences are well-equipped for their increasing professional responsibilities.

Register Today!

Masters Certificate Express Option Registration Fee:

\$12,500 + applicable taxes (a savings of \$2,350 over the combined individual certificates cost).

Try Before You Buy and Still Save

Try out a single certificate program before deciding on the Masters Certificate! Simply register for the program of your choice at the stand-alone fee, and let us know within a month of completion that you'd like to take the Masters Certificate express option. We'll honour the reduced price.

Certificate in Strategic Leadership and Innovation



Certificate in Design Thinking 2.0: Tools and Techniques with a User-Centred Approach



Certificate in Leading a Culture that Innovates and Executes



Masters Certificate in Innovation Leadership

2 Flexible Registration Options

- **Pay-as-you-go:** Complete all three certificates in any sequence within three years at the individual certificate price (plus receive an alumni discount on your second and third certificates).
- **Express:** Register for the full Masters Certificate and enjoy significant additional tuition savings when you complete all three certificates within 12 months.

Complete Details / Register Today

<https://seec.online/12932>

