



Schulich
School of Business
Executive Education

YORKU

CERTIFICATE IN

Strategic Leadership and Innovation

Grow your career.

Level up for the future.

Register Today at sec.online/strategicleadership

CERTIFICATE IN

Strategic Leadership and Innovation

Innovation is the #1 strategic driver that grows business. Gain insight and comprehensive expertise in innovation leadership, including innovation fundamentals, planning innovation, design thinking, process and the practice, and leading innovation.

Grow your career.

Level up for the future.



Mastery in 5 days



Book this course online: seec.online/strategicleadership



CERTIFICATE IN

Strategic Leadership and Innovation

You'll boost your strategic leadership skill set while simultaneously finding new ways to create value for your customers and organization. Learn to identify opportunities and challenges that inform new strategies; use design thinking to foster and accelerate innovation; and lead successful innovation projects. Gain insight on how culture impacts leadership success and how to influence stakeholders to gain momentum.

This course is one of two modules that lead to earning a full Masters Certificate in Innovation Leadership.



Book this course online: seec.online/strategicleadership

Program **Highlight**



5-day Sessions
Monday-Friday



Stackable
This course is one of two
modules of the full
**Masters Certificate in
Innovation Leadership**



Online
Live, Instructor-led Sessions



Interactive
Online Group Exercises

Program Faculty



Lee-Anne McAlear
Program Co-Director



Megan Mitchell
Program Co-Director



David S. Weiss
PhD, ICD.D. CHRE, CHSPC



Jim Harris



Rob Lajoie
MBA



Grow your career.
Level up for the future.

“

This course exceeded my expectations. I feel it was a great base to build upon when I return to work.

- L. Ryan, Director, Bank of Canada

Grow your career.
Level up for the future.

“

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

Program Content

Day 1

The Essential Links

- Define innovation in your organization
- Identify strategic levers of innovation

Innovation as a Practice

- Learn how to apply the FourSight assessment
- Study the principles of creative thinking
- Explore how to overcome barriers

Day 2

The Challenges of Leading an Innovating Organization

- Examine the critical nature of innovative thinking
- Identify the challenges of leading innovation
- Learn how to conduct an effective risk assessment

How much and what kind of Innovation do you want

- Explore types of innovation
- Examine the forces driving relentless change
- Learn how to avoid being blindsided

Program Content

Day 3

Innovative Company Site Visits

- Learn from organizations that emphasize culture, space and engagement

Introduction to Design Thinking

- Examine the critical nature of insights
- Explore the design process and application

Day 4-5

Making Innovation Happen

- Learn how to build the case for change
- Determine the kind of change that is needed
- Learn how to overcome resistance
- Develop stakeholder influencing strategies

The Culture of Innovation

- Explore how culture enables or suppresses innovation

Leading Breakthroughs

- Learn how to lead self, team and enterprise-wide innovations
- Consider how to integrate tools, skills and mindset

Participant Profile

This program benefits professionals from all levels who want to develop the capability to lead and manage innovation, including:

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

seec.online/strategicleadership



Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

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.

We are #1 Business School in the country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.

seec.online/strategicleadership



About Schulich ExecEd

At Schulich Executive Education Centre, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We provide:

- Short courses building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide
- Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy

seec.online/strategicleadership





Schulich
School of Business
Executive Education

YORKU

**Schulich ExecEd,
Schulich School of Business at York University**

500-222 Bay Street. Toronto, Ontario M5K 1K2

1 800.667.9380

execedinfo@schulich.yorku.ca

seec.schulich.yorku.ca



SchulichExecEd



SchulichExecEd



@SchulichExecEd