



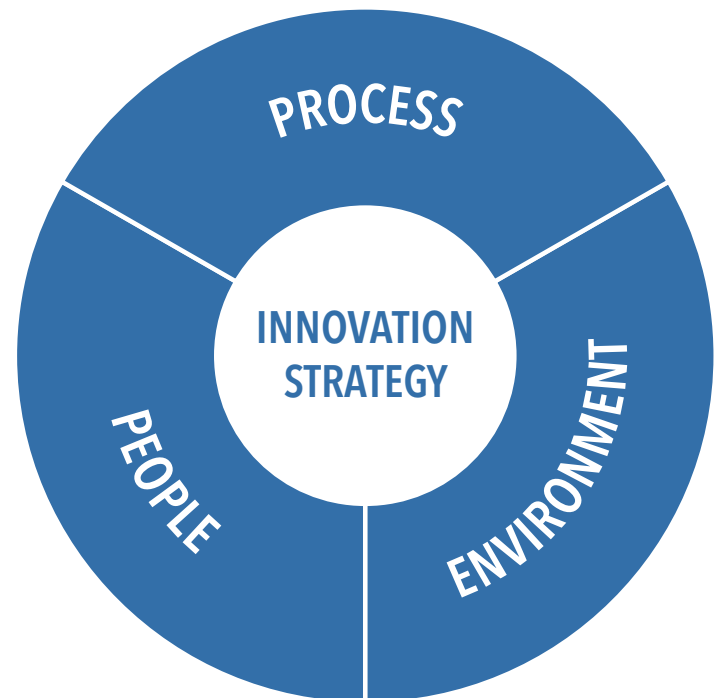
Innovation has become a mandate to ensure competitive advantage and profitability in today's complex business environment. Corporations are faced with ensuring their employees have the right innovation capabilities to differentiate their organization in the marketplace.

This program equips participants with a comprehensive framework to successfully manage innovation at all levels. In this highly interactive learning environment, we will combine scientifically-proven approaches to innovation with actionable tools to accelerate the application of corporate innovation practices for participants and their respective organizations.

WHO SHOULD ATTEND?

Leaders wishing to expand their knowledge of corporate innovation concepts, including the ability to:

- Differentiate and leverage proven corporate innovation models
- Develop strategies for creating and sustaining an innovation culture
- Create new or improve existing products, services, and business models
- Resolve everyday business challenges by applying robust innovation practices



UPCOMING DATES
Sept. 28-30, 2020

TUITION: \$2,450

Tuition includes class materials and daily breakfast, lunch and refreshments.



CONCEPTS OF INNOVATION

This program will address the three core elements of innovation strategy to ensure sustainable growth in all organizations – Process, Environment, and People.

PROCESS

The lifecycle of innovation evolves from idea generation through implementation. The process of leading the entire innovation value chain is essential, from design thinking, to disruptive innovation, through balancing exploitation and exploration. Discover how matching your innovation strategy with the ecosystem of your business will help prepare you for success.

ENVIRONMENT

Conducting a diagnostic assessment of your internal and external environments is crucial to the advancement or restriction of innovation. Learn strategies for building a conducive work environment to support your environment of innovation.

PEOPLE

Leaders are responsible for building and leading innovative teams who embrace opportunities and implement these ideas. Focus on how to introduce new strategies which enable others to think and act innovatively.



PROFESSOR BIOGRAPHY

Jing Zhou is Mary Gibbs Jones Professor of Management at the Jones Graduate School of Business at Rice University. Her areas of expertise include creativity, innovation, entrepreneurship, leadership and negotiation. Professor Zhou has been recognized for her thought leadership and path-breaking research into creativity and innovation and has received numerous awards for excellence in teaching. She has disseminated knowledge and promoted evidence-based management through designing and delivering robust executive presentations, training and consulting for leading companies in energy, financial services, health care, information technology, pharmaceutical, retail, telecommunication industries and not-for-profits organizations.

Your Professor:
JING ZHOU, Ph.D.
Mary Gibbs Jones
Professor of Management

CONTACT INFORMATION

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