

Executive Education

Innovation includes generating and implementing new and valuable ideas concerning products, services, processes, and business models. Innovation is key for creating and sustaining competitive advantage. Both new and established organizations that encourage innovation in their most valuable asset –their employees– are likely to survive, grow, and gain competitive advantage in a dynamic and turbulent business environment. Thus, being able to be innovative should be an important part of every organizational member’s skill set, to recognize and foster innovation in their employees, and translate employee breakthrough ideas into unit and organizational success. Individuals who can lead innovation will add tremendous value to organizations and have successful and enjoyable careers.

Relying on research-based and scientifically-proven materials, this program is designed to help participants understand and enhance their own skills and strategies for innovation, and lead innovation in their organizations. We will provide tools for leading innovation from the perspectives of the individual employee, the middle manager, and the top executive.

WHAT’S IN IT FOR YOU?

- Build an innovation system for achieving sustainable innovation
- Contribute innovative opportunities to business success and employee well-being
- Learn how to identify problems, challenges, and opportunities for growth
- Generate innovative ideas to solve problems and embrace opportunities
- Learn how to implement innovative ideas
- Gain effective personal strategies for thinking and acting innovatively
- Lead an innovative team
- Assess diagnostics of the internal and external environments that encourage or restrict innovation
- Develop a framework and leadership strategy for building a conducive work environment for innovation
- Learn to understand design thinking, disruptive innovation and open innovation
- Lead innovation in the new platform economy
- From idea generation to implementation to business success: lead the entire innovation value chain

ON-GOING BENEFITS

- Access to the Rice Business intellectual community
- Invitations to Rice Business networking events throughout the year

WHO SHOULD ENROLL?

This two-day course is for leaders at all levels.

[BUSINESS.RICE.EDU/LEADING](https://business.rice.edu/leading)



UPCOMING DATES

SEPTEMBER

19-20, 2018

APRIL

2-3, 2019

TUITION: \$2,900

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



Your Professor:

JING ZHOU, Ph.D.

Houston Endowment Professor
of Management and Psychology
(Organizational Behavior)

All Executive Education faculty are award-winning professors who teach full time in the MBA and EMBA program at Rice Business and have extensive business and consulting experience.

Read more about Professor Zhou's research at Rice Business Wisdom, our online ideas magazine with clear, practical translations of faculty research that will change the way you think. ricebusinesswisdom.com

CONTACT INFORMATION

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