Forward-thinking firms understand that innovation is too important to be left to chance. Yet many organizations don’t understand the art and science of applying innovation as a practical and systematic business strategy.

In this program, you will discover how to be more productive and to increase your level of innovation. You will understand how organizational elements interact in ways that can enhance the generation, growth and implementation of new ideas—and how to overcome the organizational, interpersonal and competitive forces that can stifle innovation.

Through case studies and interactive exercises, you’ll learn a framework for how to identify opportunities for innovation, the hurdles to overcome and how to create a culture that nurtures business-building innovation.

The Bottom Line Value to You and Your Organization

You’ll learn ideas and techniques you can apply right away, including:

- Proven methods for generating, assessing and implementing ideas in your organization
- How to overcome the barriers to innovation
- Strategies for building a culture that makes innovation an everyday part of your organization

“This class gives you tools to create positive change in your organization. It is well worth the investment.”

“Professor Owens provides great teaching on how to be innovative in all areas of business and how to apply those ideas in a time efficient matter.”

Your Instructor

David Owens, PhD
Professor for the Practice of Management and Innovation
Faculty Director, Executive Development Institute
Vanderbilt Owen Graduate School of Management

David Owens’s research has been featured in the New York Times, the Wall Street Journal, the London Guardian and NPR’s Marketplace. His work in the area of business strategy, innovation process and product development has included engagements with NASA, LEGO and Bristol-Myers Squibb. He has also performed product design consulting work for a variety of firms including Daimler Benz, Apple Computer and Coleman Camping. Most recently, while on leave from Vanderbilt University, Owens served as CEO of Griffin Technology Inc., the largest consumer electronics firm in the MP3/iPod accessory market space.

“No matter what your profession, this program provides valuable tools and lessons you can apply to your everyday work.”
Strategic Innovation – Sample Program Schedule*

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AM</strong></td>
<td><strong>AM</strong></td>
</tr>
<tr>
<td>Introduction: Context &amp; Definition of Innovation</td>
<td>Innovation in Action: IDEO Case Study</td>
</tr>
<tr>
<td>Creative Process: Role of the Individual</td>
<td>Innovation Strategy: Your Project</td>
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<tr>
<td>Creative Process: Group Dynamics</td>
<td>Exercise: Innovation Design Brief</td>
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<tr>
<td>Change in Organizations</td>
<td>Exercise: Apply Innovation</td>
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<tr>
<td><strong>PM</strong></td>
<td><strong>PM</strong></td>
</tr>
<tr>
<td>Effects of Innovation on Industry</td>
<td>Exercise: Apply Innovation</td>
</tr>
<tr>
<td>Tradition, Risk and Societal Change</td>
<td>Discussion and Debrief</td>
</tr>
<tr>
<td>Brainstorming Exercise</td>
<td>Next Steps for Implementation</td>
</tr>
</tbody>
</table>

Classes typically run from 8:30 AM to 4:30 PM (Central). Breaks are scheduled in AM, PM and for lunch. Schedule is subject to change.

Who Should Attend
- Senior executives
- Small business owners
- Entrepreneurs
- Technology managers
- Project managers
- Managers of all levels
- Rising supervisors

Cost
$2,295
Cost includes tuition, instructional materials, continental breakfast and lunch (all days).

*Program content and faculty subject to change; check website for details.

Conveniently located near downtown Nashville, Vanderbilt Owen Graduate School of Management is ranked as a top institution by BusinessWeek, the Wall Street Journal, U.S. News & World Report, Financial Times and Forbes.

Visit our website for more information regarding programs and schedules, faculty biographies, online registration and maps and directions.

About Vanderbilt Executive Education
Vanderbilt Executive Education at the Owen Graduate School of Management offers proven and practical programs to help individuals and organizations refresh, engage and strengthen management expertise. Short Programs for individuals are short, highly focused programs in areas of Leadership, Management and Strategy. Custom Programs for organizations are custom-built and are uniquely tailored to help each client tackle a specific organizational need or to achieve its developmental goals for established and emerging leaders.