How do you define innovation? What is innovation strategy? Why is design thinking important? How important is it to combine these things in order to be a successful organization and business? Forward-thinking firms understand that innovation is too important to be left to chance. Striking the balance between innovation, design thinking and innovation strategy is both an art and science. To drive business and organizational goals forward you need to understand how to integrate key concepts such as: navigating various types of constraints, implementing the Design Thinking 5-Phase process, and how to be successful when presenting your innovative idea to key stakeholders.

In this 3-day program, not only will you learn the innovation and design thinking frameworks, but also, immediately apply them to a live client example. This interactive approach takes classroom learning a step further by asking you to apply what you learned immediately. Working through the innovation process in this way will increase your success when you return to your organization and take on your next innovation project. You will leave this program with 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
- How to integrate and leverage the Design Thinking 5-Phase Process

“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>AM</th>
<th>Day 1</th>
<th>PM</th>
<th>Day 2</th>
<th>PM</th>
<th>Day 3</th>
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</thead>
<tbody>
<tr>
<td>Define Innovation Product &amp; Process</td>
<td>The Design Thinking 5-Phase Process</td>
<td>What Stops Innovation: Overcoming</td>
<td>Testing Phase</td>
<td>Presentations to Clients</td>
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<tr>
<td>What Stops Innovation: Overcoming Internal &amp; External Constraints</td>
<td>– Empathy Phase</td>
<td>– External Constraints</td>
<td>Prepare for Client presentations</td>
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<td></td>
<td>– Define Phase</td>
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<td>– Prototyping</td>
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<td></td>
<td>– Prototype Phase</td>
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</tbody>
</table>

Classes typically run from 8:00 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
$3,395
Cost includes tuition, instructional materials, continental breakfast and lunch (all days).

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

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.

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.