

# STRATEGIC INNOVATION

A program to help you create a culture that nurtures business-building innovation

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 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.”*



## Your Instructors

### 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.

### Todd McCullough, MBA

*Adjunct Professor,  
Vanderbilt Owen Graduate School of Management*

Todd is dedicated to helping CEOs and executive teams grow their business through



innovation. Todd has had a dynamic career and is a cofounder of Ampersand, a Venture Capital Partner and has served as an advisor to over 100 Fortune 500 Companies. He has vast

experience working across industries from CPGs to Financial Services to Manufacturing which informs the way in which teaches innovation and innovation.

# Strategic Innovation

Topic Areas		
<ul style="list-style-type: none"> <li>• Define Innovation Product &amp; Process</li> <li>• What Stops Innovation: Overcoming Internal &amp; External Constraints</li> </ul>	<ul style="list-style-type: none"> <li>• The Design Thinking 5-Phase Process                             <ul style="list-style-type: none"> <li>– Empathy Phase</li> <li>– Define Phase</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Testing Phase</li> <li>• Prepare for Client presentations</li> </ul>
<ul style="list-style-type: none"> <li>• What Stops Innovation: Overcoming External Constraints</li> <li>• Applying the Constraints Framework</li> <li>• Introduce Program Client (live case)</li> </ul>	<ul style="list-style-type: none"> <li>• The Design Thinking 5-Phase Process                             <ul style="list-style-type: none"> <li>– Ideation Phase</li> <li>– Prototype Phase</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Presentations to Clients</li> </ul>

Live Online Classes typically run from 8:30 AM to 12:30 PM (Central). 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 and instructional materials.

\*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.



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