

Leading and Sustaining a Culture of Innovation

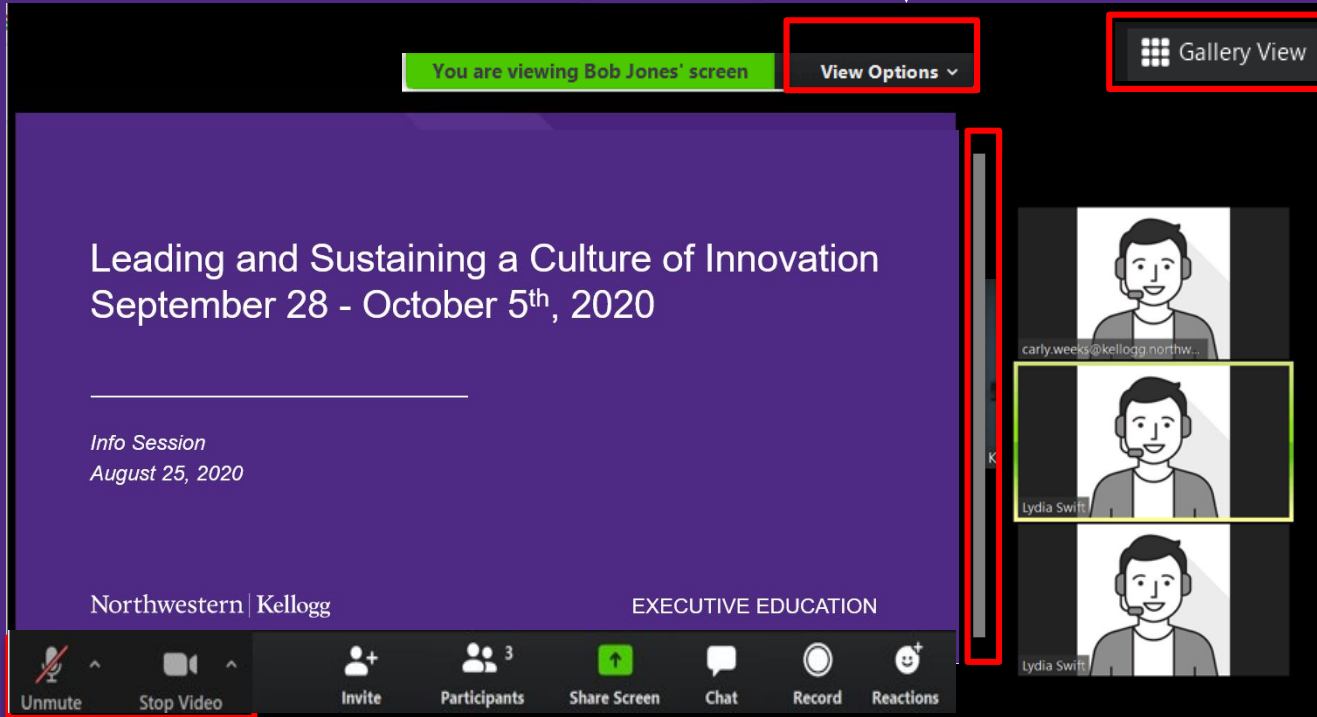
September 28 - October 5th, 2020

Info Session

August 25, 2020

Maximize Your View

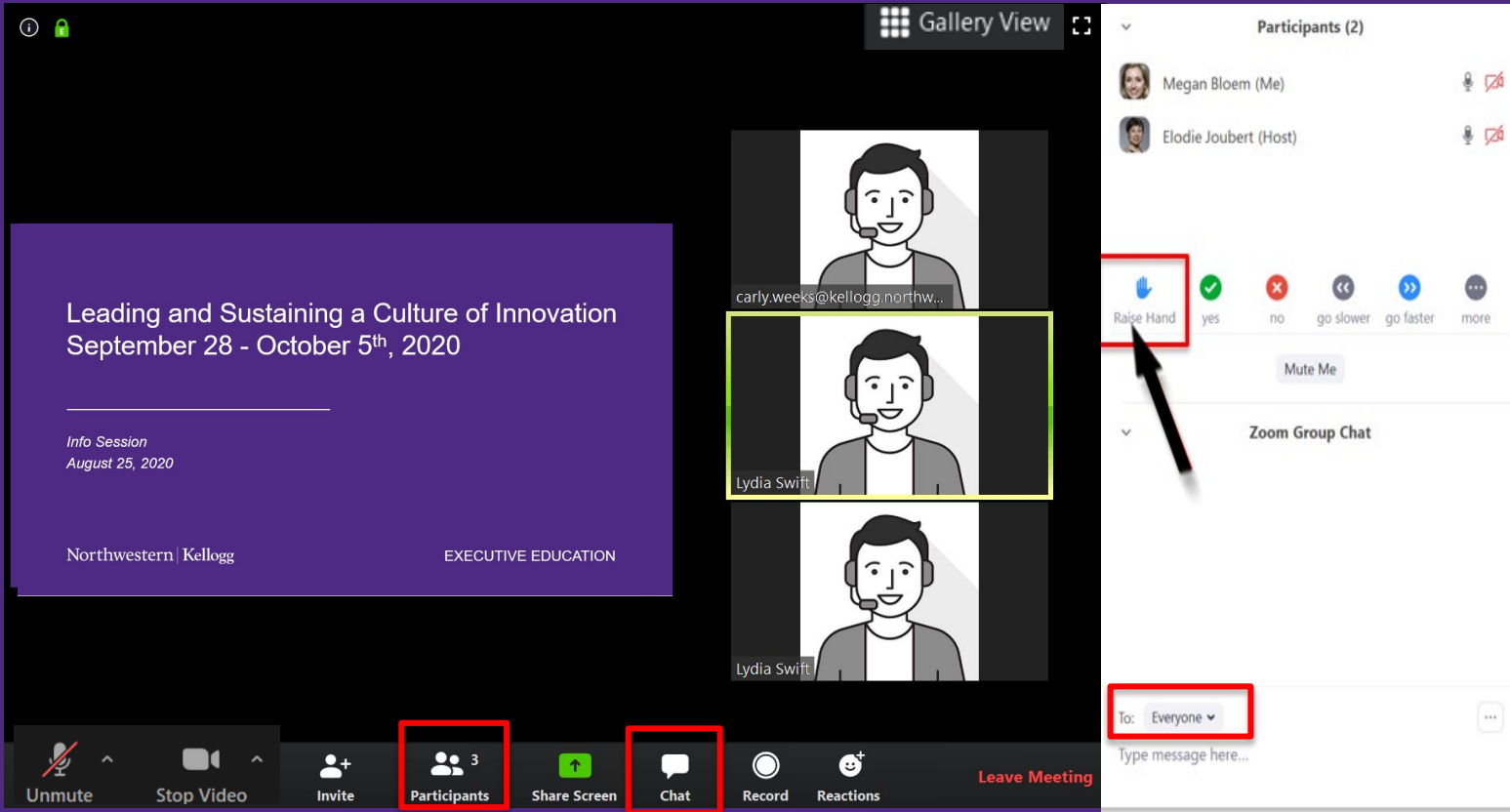
Select "Side-by-Side Mode" from the View Options dropdown menu.



Click button to switch between gallery view and speaker view.

Mute your mic, and have your video on.

Drag and slide vertical bar to the left or right to resize speaker and slides.



Click 'Participants' to open the top right 'Participants' window.

Click 'Chat' to open the lower right 'Chat' window.

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Sheneen Landry

Associate Director of Advising

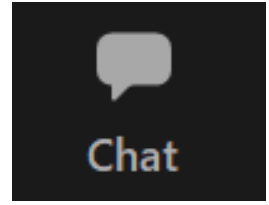
Info Session

August 25, 2020

Northwestern | Kellogg

EXECUTIVE EDUCATION

Chat Prompt



Where are you joining us from?

The Team



**Professor
Tom Kuczmariski**
Academic Director



Sheneen Landry
Associate Director
of Advising



David Collins
Program Manager 1



Kristi Winchester
Program Manager 2



**Jacob
Sherman**
Kuczmariski
Innovation



**Tim
Sanders**
Kuczmariski
Innovation

Program Overview

Leading and Sustaining a Culture of Innovation

Leading and Sustaining a Culture of Innovation

An *interactive* program giving you innovation tools and frameworks that will help you not only survive but ***THRIVE*** in COVID times!

What makes this program different?

- 1.) *Real life* and real-time examples across industries
- 2.) Emphasis on *real-world principles* and practices that *work*
- 3.) Actionable tools that you can apply to your company *immediately*

Why take this program LIVE Virtually?

- 1.) *Guest Speakers*. leaders in their industries who share their experience!
- 2.) *Virtual Faculty Office Hours* to give you the chance to network
- 3.) *Breakout Sessions* to help you apply frameworks at your own companies

Program faculty



James Conley



Robert Cooper



Harry Kraemer



Tom Kuczmariski



Susan Kuczmariski



Andrew Razeghi



Mohan Sawhney

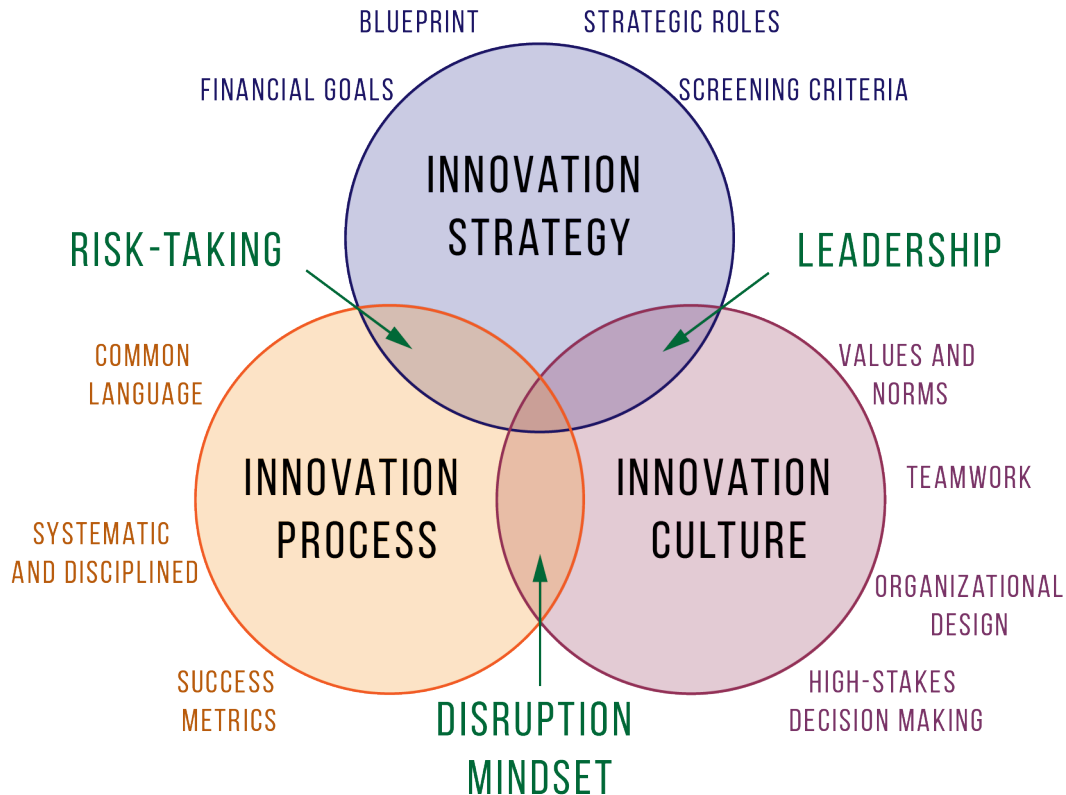


Mary Ellen Weber



Ed Zajac

Leading and Sustaining a Culture of Innovation

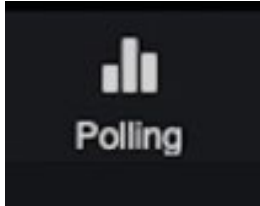


NEW PRODUCTS, SERVICES,
BUSINESS MODELS AND
PROGRAMS

TOOLS:

- STRATEGIC ALLIANCES
- BRANDING PLATFORMS
- MARKET POSITIONING AND EXECUTION
- INTELLECTUAL PROPERTY
- RESOURCING
- MANAGING UNCERTAINTY

Poll



What is your biggest innovation barrier to success?

Topics covered in this program:

Monday

Innovation Strategy & Best Practices

Tuesday

Culture & Leadership

Wednesday

Growth & Value Capture

Thursday

Intellectual Property & Strategic Alliances

Friday

Executing Innovation

Monday

Strategy & Culture Presentations

Program matrix (part 1)

Time (CDT)	Monday, September 28	Tuesday, September 29	Wednesday, September 30
8:45 AM – 9:00 AM	Introductions (8:30 AM) <i>T. Kuczmarski</i>	Learnings and Reflections <i>T. Kuczmarski</i>	Learnings and Reflections <i>T. Kuczmarski</i>
9:00 AM – 9:45 AM	The Power of Innovation and Disruption <i>T. Kuczmarski</i>	Culture, Values, and Leadership <i>S. Kuczmarski</i>	Disciplined Growth Through Focus <i>M. Sawhney</i>
10:00 AM – 10:45 AM	Winning Innovation Best Practices <i>T. Kuczmarski</i>	Innovation Culture Blueprint Workshop <i>T. Kuczmarski & S. Kuczmarski</i>	Close Collaboration Virtually <i>M. Sawhney</i>
11:00 AM – 12:00 PM	Creating an Innovation Strategy <i>T. Kuczmarski</i>	Decision-Making in High-Risk, High-Stakes Ventures <i>M.E. Weber</i>	Practitioners Panel <i>T. Kuczmarski & Guest Panelists</i>
12:00 PM – 12:30 PM	Lunch	Lunch	Lunch
12:30 PM – 1:30 PM	Values in Action <i>H. Kraemer</i>	The Role of Leadership and Critical Behaviors <i>R. Cooper</i>	Perspectives on Business Innovation <i>M. Sawhney</i>
1:45 PM – 2:30 PM	Values in Action (cont'd) <i>H. Kraemer</i>	The Role of Leadership and Critical Behaviors (cont'd) <i>R. Cooper</i>	Faculty Office Hours

Program matrix (part 2)

Time (CDT)	Thursday, October 1	Friday, October 2	Monday, October 5
8:45 AM – 9:00 AM	Learnings and Reflections <i>T. Kuczmarski</i>	Learnings and Reflections <i>T. Kuczmarski</i>	Learnings and Reflections <i>T. Kuczmarski</i>
9:00 AM – 9:45 AM	Intellectual Capital Management <i>J. Conley</i>	The Future of Innovation <i>A. Razezhi</i>	Innovation Strategy and Culture Blueprint Presentations <i>T. Kuczmarski</i>
10:00 AM – 10:45 AM	Innovation and Brands <i>J. Conley</i>	Creating the Conditions for Success <i>A. Razezhi</i>	Innovation Strategy Presentations (cont'd) <i>T. Kuczmarski</i>
11:00 AM – 12:00 PM	Building the Capability Platform <i>E. Zajac</i>	Market Driven Growth <i>R. Cooper</i>	Innovation Strategy Presentations (cont'd) <i>T. Kuczmarski</i>
12:00 PM – 12:30 PM	Lunch	Lunch	
12:30 PM – 1:30 PM	Building the Capability Platform (cont'd) <i>E. Zajac</i>	Design for Disruption: Ten Innovation Principles <i>M. Sawhney</i>	
1:45 PM – 2:30 PM	Faculty Office Hours	Faculty Office Hours	



Breakout Session



Question:

What's an example
of an innovative
company and why?

Resources & Opportunities to Connect



Network with your peers during small group lunches



Dig deeper during faculty office hours



Explore resources on a robust course site

Q & A

For more information:

- Go to kell.gg/innovate
- Contact your program Advisor – Sheneen Landry
– s-landry@kellogg.northwestern.edu

Thank You

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School of Management