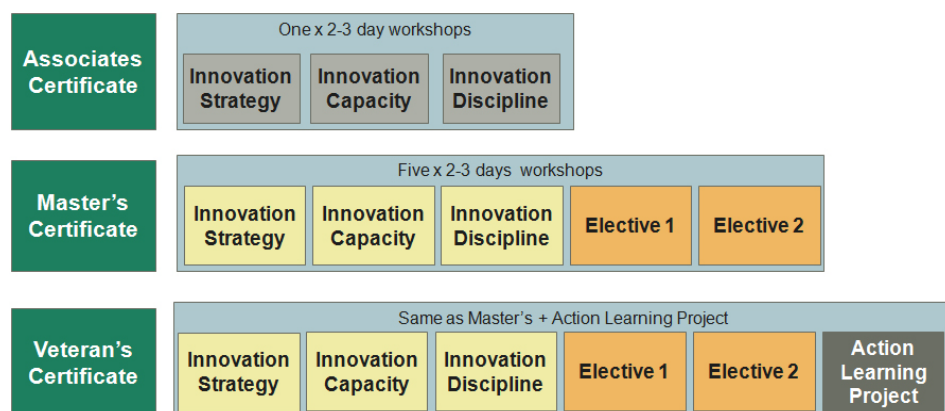


Innovation Excellence & Leadership CERTIFICATE



The Center for Innovation, Excellence and Leadership ([IXL Center](http://www.ixl-center.com)) in partnership with the [Hult International Business School](http://www.hult.edu) offers Innovation training and development program through its courses and certificates that can be taken at your own pace and at any of our global locations (Boston, Dubai, London, São Paulo and Shanghai), at your site, or at a site of your choosing. The action-learning content and composition of courses can also be tailored to your needs. **Many courses taken at the IXL Center are valid for MBA course credit. Courses may be taken individually or as part of the certificate program.** For more information, please visit our website at www.ixl-center.com/courses.

INNOVATION EXCELLENCE & LEADERSHIP CERTIFICATE PROGRAM



An **Associate's Certificate in Innovation Excellence and Leadership** will be given to individuals who completed a three-day beginner course of the three core classes.

A **Master's Certificate in Innovation Excellence and Leadership** will be give to individuals who completed all three core classes plus 2 electives of your choice.

A **Veteran's Certificate in Innovation Excellence and Leadership** will be given to individuals meeting the Master's requirement and completed a company-specific action-learning innovation project.

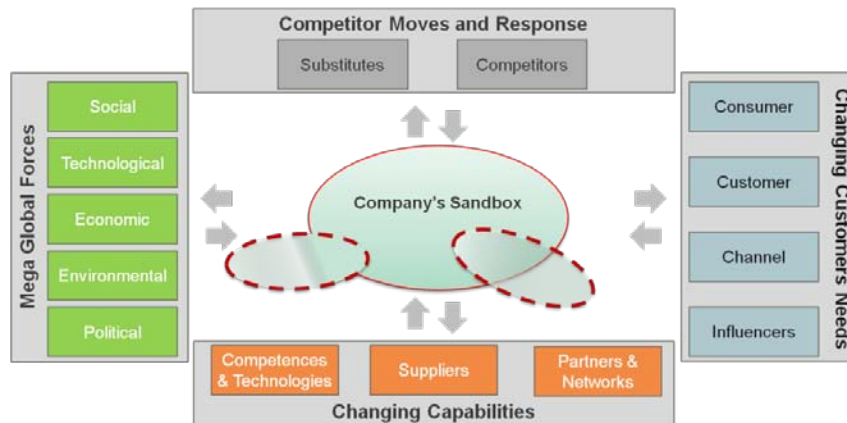
We offer special packages for companies or for those planning to complete a certificate program. For further information, please email us at courses@ixl-center.com.

To register for the courses, please click [here](#) or visit our website at www.ixl-center.com/courses.

IM-501: INNOVATION STRATEGY COURSE (Core Subject)

Where and When to Innovate?

Far too many companies are overly focused on their operating strategy that they don't have the time or space to look for opportunities outside of their core business. They are stuck in their sandbox! They have no time for what's next and what if. However, with the current economic crisis, companies are scrambling to react quickly to the revenue decline. Companies need to focus their scarce resources in an attractive, differentiated and actionable new Field-of-Play and develop a portfolio of business concepts to define the field-of-play. This is a class on developing your innovation strategy. ***This course is required to complete any of the Innovation Excellence Certificate programs.***



COURES OBJECTIVES

- Understand the key drivers for innovation
- Teach the importance of creating an imperative-for-change
- Quantify emerging growth gap and need for innovation
- Understand your company's investment and risk profile to define your strategic innovation portfolio
- Identify attractive new fields-of-play for growth, project portfolios to meet growth targets and partnerships to accelerate capture of value

COURSE OUTLINE: This is an action learning workshop where you will work with a diverse set of individuals from other companies and from all over the world.

- Debunk myths about innovation
- Understand as to why companies are stuck in their sandbox
- Examine macro-trends and trends specific to your industry to create a case for change, and a landscape opportunity map to identify new areas for you to grow
- Prioritize a field-of-play
- Create business opportunity maps
- Develop a portfolio of new robust business concepts
- Identify competencies needed to drive the concepts and create a competency acquisition plan

KEY TAKEAWAYS

- Link innovation to a strategic imperative
- Quantify the growth gap to quantify the amount needed from innovation

- Agree on types of project investment by defining your innovation portfolio
- Preliminary innovation strategy for your business area
- Frameworks, Tools and Techniques for driving change and developing an innovation strategy and innovation concepts
- Success and failure stories about innovation strategies at a range of companies e.g. Motorola, P&G, LG, Cemex, etc.

PARTICIPANTS: Senior executives; Innovation Managers/Directors; HR managers seeking to drive cultural change; Entrepreneurs seeking new ways to grow their companies.

FACULTY

- Dr. Hitendra Patel, Managing Director of IXL Center
- Ronald Jonash, Senior Partner at the IXL Center
- Dr. Makarand Chipalkatti, Corporate Innovation Manager of Osram Sylvania
- Dr. Jonathan Rowe, Senior Director, Intellectual Property and Portfolio Strategy at Amarin Pharma

DURATION: 1 day for Associate's; 2 days for Master's and Veteran's

We offer special packages for companies or for those planning to complete a certificate program. For further information, please email us at courses@ixl-center.com.

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About The Center for Innovation, Excellence and Leadership:



The Center for Innovation, Excellence and Leadership (IXL Center) was founded by individuals who previously led the Innovation Practice of Arthur D. Little, IMI and the Monitor Group. The mission of IXL Center is to (1) provide training for practitioners and managers to become high performing innovation managers, (2) develop and publish deep insights on the topic of innovation breakthroughs and innovation management, and (3) build a community of innovation thought leaders and practitioners. The IXL Center has locations in Boston, Dubai, London, Shanghai and São Paulo. The Center has strategic partnerships with Hult International Business School, Imaginatik, InnovationTools and Arthur D. Little. IXL Center's faculty include innovation leaders from companies like Motorola, Osram Sylvania, Natura, GEN3, Palladium Group and Arthur D. Little. For more information, please visit our website at www.ixl-center.com.

About Hult International Business School:



Hult International Business School, formerly the Arthur D. Little School of Management, is a NEASC and AMBA accredited business school. Established in 1964, Hult offers a unique one year MBA program to a diverse student body from over 50 countries. The school has four campus locations: Boston, Dubai, London and Shanghai. Hult is partner of EF Education First, the world's largest private education organization. For more information, please visit their website at www.hult.edu.