LEADING PRODUCT INNOVATION

Program Objectives
This intensive program is designed to help you transform the customer experience—and your business—by building a highly creative, cross-functional culture that can develop and deliver breakthrough products and services. As you explore the latest business models, disruptive technology, and positioning strategies used by market leaders across the globe, you will emerge fully prepared to keep your company at the forefront of innovation.

Curriculum
Focused on the best practices in prototyping and experimentation, this dynamic program examines the strategic frameworks used by the world’s top product developers. You will explore new ways to apply design thinking to bold business experiments, integrate customers into the innovation process, and unlock new product development opportunities for your company.

Key topics include:
• Exploring innovation systems and tools
• Linking innovation strategy to execution
• Transforming your business
• Examining new innovation models
• Building an action agenda

Participant Mix
This program has particular relevance for vice presidents, directors, and other senior managers in diverse companies, industries, and countries who are responsible for developing goods and services in a wide variety of functional business areas, including research and product development, engineering, product management, marketing, operations, finance, and strategy. Because successful integration between product development and other key business functions can contribute significantly to product development effectiveness, HBS encourages companies to send cross-functional or intradepartmental teams of four to six managers.

Anticipated Faculty
Karim R. Lakhani (faculty cochair), Gary P. Pisano, Ariel D. Stern, and Stefan H. Thomke (faculty cochair)
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WHY HARVARD BUSINESS SCHOOL?
This is where world leaders convene. At Harvard Business School, you will do more than prepare for the next step in your career. You will develop the worldview, strategic skills, and leadership capacity to master the complex global challenges that face your company today.

The Case Method, pioneered by Harvard Business School, is a proven tool for expanding your leadership capability and expertise. No other program puts you face to face with the faculty who wrote the cases and experienced the outcomes.

Our Global Curriculum integrates the best practices and cultural insights of the world’s top businesses. You will return with the latest strategies for achieving your company’s goals—and your career objectives.

A Diverse Group of Accomplished Peers will share their unique perspectives and life experiences. You will leave with a business network that spans functions, industries, and the globe.

Full-Time Harvard Business School Faculty members teach every course. Drawing on proven business expertise and field-based research, they will engage you in an unparalleled learning experience.

Admissions
Application Process—Please visit www.exed.hbs.edu for complete admission requirements and to apply online. The Admissions Committee meets monthly and admits qualified candidates on a rolling, space-available basis. Early application is strongly encouraged.

Admission Requirements—Admission is selective and based on professional achievement and organizational responsibility. No formal educational requirements apply. Executive Education programs enhance the leadership capacity of the managers enrolled as well as their organizations, and HBS expects full commitment from both.

Program Fee—The program fee covers tuition, books, case materials, accommodations, and most meals. Payment is due within 30 days of the invoice date. If admission is within 30 days prior to the start of the program, payment is due upon receipt of the invoice. Cancellation policies are outlined in the information provided to applicants upon admission.

Connect With Us
For more information, please contact a Program Advisor at:
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