<table>
<thead>
<tr>
<th>DISRUPTIVE INNOVATION: STRATEGIES FOR A SUCCESSFUL ENTERPRISE</th>
<th>LAUNCHING NEW VENTURES: JUMP-STARTING INNOVATION FOR ENTREPRENEURS AND BUSINESS OWNERS</th>
<th>LEADING AND BUILDING A CULTURE OF INNOVATION</th>
<th>MANAGING INNOVATION</th>
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<tbody>
<tr>
<td><strong>WHAT YOU WILL LEARN</strong></td>
<td>Examine disruption and strategic decision-making through late HBS professor Clay Christensen’s transformative theory. Learn how disruption really works, so you can spot potential threats and opportunities sooner, make the right strategic moves faster, and position your organization for long-term success through effective innovation.</td>
<td>Delve into the entrepreneurial process and learn how to exploit disruptive opportunities to build successful businesses and product lines. Prepare to develop new strategies for transforming disruptive innovation into competitive advantage while developing a new business, launching new ventures, or building an entrepreneurial culture within a larger organization.</td>
<td>Explore the prototyping and experimentation practices of the world’s top companies and discover the advantages of innovation-focused strategies. Dive into the latest innovation tools, business models, and positioning strategies as you learn how to sustain competitive advantage and growth through innovation.</td>
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<td><strong>KEY BENEFITS</strong></td>
<td>• Sharpen your strategic mindset, skillset, and toolkit, making better decisions through strategic analysis and predictive frameworks</td>
<td>• Analyze, prioritize, and determine the feasibility of new product and business ideas</td>
<td>• Align innovation plans with your firm’s strategy</td>
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<td>• Analyze how the structure of an industry may change over time</td>
<td>• Recruit and develop the talent needed to support an entrepreneurial mindset and effort</td>
<td>• Improve your company’s overall positioning</td>
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<td>• Determine when to invest in core versus disruptive business models</td>
<td>• Pitch your business to potential investors and other stakeholders</td>
<td>• Bring new products and services to market faster and more efficiently</td>
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<td>• Strengthen differentiation and improve margins</td>
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<td><strong>WHO SHOULD ATTEND</strong></td>
<td>Senior executives, general managers, or business owners who are responsible for setting strategic direction for their organizations.</td>
<td>Entrepreneurs or executives who are launching their own startup or preparing to jump-start innovation in established firms.</td>
<td>VPs, directors, and other senior managers with project responsibility for developing new products and services—typically from research and product development, engineering, product management, marketing, operations, finance, or strategy</td>
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*INNOVATION PROGRAMS*
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**INNOVATION PROGRAMS**

**DISRUPTIVE INNOVATION: STRATEGIES FOR A SUCCESSFUL ENTERPRISE**

**WHAT YOU WILL LEARN**
Examine disruption and strategic decision-making through late HBS professor Clay Christensen’s transformative theory. Learn how disruption really works, so you can spot potential threats and opportunities sooner, make the right strategic moves faster, and position your organization for long-term success through effective innovation.

**KEY BENEFITS**
- Sharpen your strategic mindset, skillset, and toolkit, making better decisions through strategic analysis and predictive frameworks
- Analyze how the structure of an industry may change over time
- Determine when to invest in core versus disruptive business models
- Strengthen differentiation and improve margins
- Avert problems that can lead companies into decline

**WHO SHOULD ATTEND**
Senior executives, general managers, or business owners who are responsible for setting strategic direction for their organizations.

**INNOVATION PROGRAMS**

**LAUNCHING NEW VENTURES: JUMP-STARTING INNOVATION FOR ENTREPRENEURS AND BUSINESS OWNERS**

**WHAT YOU WILL LEARN**
Delve into the entrepreneurial process and learn how to exploit disruptive opportunities to build successful businesses and product lines. Prepare to develop new strategies for transforming disruptive innovation into competitive advantage while developing a new business, launching new ventures, or building an entrepreneurial culture within a larger organization.

**KEY BENEFITS**
- Analyze, prioritize, and determine the feasibility of new product and business ideas
- Recruit and develop the talent needed to support an entrepreneurial mindset and effort
- Pitch your business to potential investors and other stakeholders
- Determine the risks of starting a new venture
- Address competitive challenges

**WHO SHOULD ATTEND**
Entrepreneurs or executives who are launching their own startup or preparing to jump-start innovation in established firms.

**INNOVATION PROGRAMS**

**LEADING AND BUILDING A CULTURE OF INNOVATION**

**WHAT YOU WILL LEARN**
In this lab-style program, explore the social processes that enable and inspire continual company-wide innovation. Build a key leadership capability by learning how to lead creative, productive teams and how to empower others to collaborate and innovate each day.

**KEY BENEFITS**
- Create a supportive environment that enables people to take risks, experiment, and learn from their failures
- Model and encourage behaviors that drive creative thinking and collaboration
- Unleash the collective genius of your colleagues
- Create a culture that promotes both incremental and breakthrough change
- Work with peers and upper management to facilitate cultural change and realize the potential of pioneering ideas
- Align innovation plans with your firm’s strategy
- Improve your company’s overall positioning
- Bring new products and services to market faster and more efficiently
- Reevaluate your portfolio as market conditions evolve—and make better decisions about which projects to pursue
- View each new project as a way to develop new capabilities
- Bring your customers into the innovation process

**WHO SHOULD ATTEND**
Heads of companies, business units, divisions, or other large scale organizations
- Executives with cross-functional responsibilities
- Leaders of R&D, corporate strategy, finance, legal, human resources, marketing, manufacturing, customer service, and sales
- VPs, directors, and other senior managers with project responsibility for developing new products and services—typically from research and product development, engineering, product management, marketing, operations, finance, or strategy.