

Innovating in the Digital World

EXECUTIVE EDUCATION



London
Business
School

Innovate your way through disruption

Get the tools to sustain, rekindle or inject innovation into your organisation

Programme focus

Harness the power of creativity and create your own innovation action plan for your organisation with this online, fully tablet and phone-compatible programme.

Each firm is fighting a different battle, but every innovation challenge has a solution. Work out what you need from innovation and use your own ideas as a force for transformation.

Join a set of eclectic and ambitious leaders from all around the world in this powerful online learning journey, led by internationally-acclaimed management thinker and LBS Professor Julian Birkinshaw.

What you learn

This programme is practical to the core. Your own innovation challenge forms the bedrock of learning.

Module 1 | Building awareness:

Why innovating is important to me right now

Module 2 | Making it personal:

Defining my own innovation challenge

Module 3 | Generating ideas:

Exploring possible futures

Module 4 | Developing ideas:

How to take my concept forward

Module 5 | From concept to action:

Making my idea stick

How you learn

Define your problem, create your solution

Pre-programme: Before you begin, know what you want to leave with. What problem do you want to fix? Choose to focus on yourself

as an individual, your team or your organisation. The programme gives you a manual to enact change immediately.

Weave innovation into your culture at work. Make it practical, and make it last. Discover how business experimentation unlocks true growth.

Do things differently. Step outside expectation and witness how the power of creativity can transcend limitations.

You work through each module at your own pace, selecting material based on your own innovation challenge.

Professor Birkinshaw will host two online webinars: one at the start of the online programme and one before completion. Business experts, professional coaches and your peers support and guide your journey.

Is it right for me?

This programme is for senior executives in charge of a large business unit, product managers, directors of strategy, or anyone managing a difficult internal process.

Do you:

- Worry about digital competitors?
- Want to understand how new 'agile' methods are useful, and try them out?
- Want to experiment with the business models of innovators like Amazon?
- Need to instigate dramatic improvements in efficiency and quality?
- Work with risk-averse individuals who hold back a culture of innovation?

This programme covers the full spectrum of concepts and techniques you need to ignite innovation in any kind of organisation.



A world expert on innovation and disruption



“Embracing innovation and mastering new digital technologies is no longer seen as a competitive advantage for businesses, but a vital component for sustainability and existence.”

Professor Julian Birkinshaw

Julian Birkinshaw is Professor of Strategy and Entrepreneurship; Academic Director of the Institute of Innovation and Entrepreneurship; Deputy Dean (Executive Education)

Learn from one of the globe's top 50 thinkers in the field of Management. Professor Birkinshaw is a leading authority on disruption and renewal in established firms, consulting to the world's top executives. His combination of academic prowess and real-world experience as a world-class consultant and practitioner will give you unparalleled insight into the world of innovation and disruption.

Benefits of the programme

Benefits to you

- Work out why innovation is important to you and your organisation right now. Learn the basic principles of innovation
- Define your own innovation challenge. Identify the game you are playing and frame it in the right way
- Explore possible futures. Hone your innate creativity with techniques to release your own bravery and insight
- Take your concept forward. Get support from key people at your firm by building the right plan
- Know how to use business experimentation to turn all your ideas into long-term reality.

Benefits to your organisation

- Latest research from our world class faculty and regular feedback from learning coaches allows your executives to embed their business challenge solution back into the workplace
- Gain an executive who can work closely with other senior leaders to transform your company
- Exploit a whole new market and protect your current one at the same time
- Keep on the pulse of new customer groups and digital behaviours
- Allow sustainable innovation to become an integral part of your business.

Talk to us

Contact our dedicated programme consultant on
+44 (0)20 7000 8545
idw@london.edu

For the latest programme dates and fees visit **london.edu/idw**

London
Business
School

London Business School
Regent's Park
London NW1 4SA
United Kingdom
Tel: +44 (0)20 7000 7000
london.edu