



Course Title: *Leading Innovation: From Concept to Customer Value*

Course Description

In today's world, leaders feel pressure on many fronts such as: New customer demands, shorter product life cycles, growing importance of the customer's experience, and workforce and regulatory concerns. To meet these and other challenges, organizations now recognize that process improvement, productivity initiatives and similar solutions aren't enough.

Today, growth and success depend on innovation. This program gives leaders at all levels the research-based framework, best practices and tools to drive innovation results in their organization.

Learning Objectives

In this course you will learn how to:

- Identify the key attributes of innovation and assess your baseline ability to lead innovation.
- Engage employees and others to come up with new and innovative ways to provide value to internal and external customers
- Make decisions about innovations to pursue and those to stop
- Implement innovation and manage obstacles and roadblocks that occur

Open to: Lead Workers, Professionals and Supervisors and Above

Competencies Addressed: Managing Change, Problem Solving/Decision Making, Adaptability & Innovation, Customer Service

Course Length: Two 4 Hour Sessions