



Create, Lead and Sustain a Culture of Innovation



OPEN ENROLLMENT • Management & Leadership

Learn how to cultivate a sustainable organizational culture where innovation and creativity thrive in every corner.



Preview and Register Online.



Introduce Innovative Practices into Every Facet of Your Organization.

While many organizations focus on addressing immediate problems, the most successful ones also focus on the potential of culture to immediately unleash the latent innovation and creativity in their employees.

Through a framework for leadership, this program outlines the fundamental knowledge and insights needed to reap the benefits of a sustainable culture of innovation. It answers key questions such as: what is culture? What are the important underlying principles of the cultural experience? What is a culture of innovation? What are the barriers and the enablers? What levers can be pulled to give the best results?

The Best Part: You will complete an Innovative Profiling Instrument and draw from the extensive knowledge of five innovation experts.

ENROL TODAY TO EARN YOUR CERTIFICATE **3** WAYS TO REGISTER SEE OVER

Review complete program content inside!

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What You Will Learn

1. **Lead the creation of an innovative culture** and empower your employees to sustain it
2. Identify the **critical levers of an innovation culture**
3. **Apply the KAI Psychometric Inventory and Theory®** to your innovation planning
4. **Accelerate growth through innovation**
5. **Identify the assumptions that create roadblocks**
6. **Pinpoint processes and practices** that will support your desired innovation culture
7. Identify and **use the innovation metrics that matter**
8. **Create your own Innovation Culture Plan**

Who Should Attend

- Presidents, VPs and Directors overseeing business performance and planning
- National, regional and international division managers
- Global business leads
- Public Sector Leaders
- Business Unit heads
- Other organizational development leaders
- Chief Innovation Officers
- Project and Systems leaders

Unique Learning Features

1. Complete an **Innovation Profiling Instrument**
2. Hear from a **panel of senior leaders** from a variety of innovative organizations
3. Access an Innovation audit that you can **apply to your organization**
4. **Develop a plan to shift or enhance your innovation culture**

Special Guest Speaker

Dr. Andrew Maxwell

Chief Innovation Officer, Canadian Innovation Centre (Waterloo); Assoc. Professor, Bergeron Entrepreneurs in Science & Technology at Lassonde School of Engineering (York University); and Innovation Subject Matter Expert at the Industrial Research Institute (Washington).

Andrew is an awarding winning teacher, acknowledged global expert and sought after speaker, in the areas of Innovation Management and Entrepreneurship.



Program Content

Module One:

Creating a Culture of Innovation

- What is culture and what is a *culture of innovation*?
- The characteristics and behaviours of a culture of innovation
- How culture forms and how to change it to meet your business goals

Module Two:

Leading an Innovative Organization

- Steps to transforming a culture to a culture of innovation
- Levers to accelerate change
- Developing an action plan for a culture of innovation
- Leadership qualities that engage your team to generate innovative solutions

Module Three:

Powerful Thinking Styles

- **Applying the KAI Psychometric Inventory and Theory**
- Using a simple framework for getting and sustaining the best culture for individual, team and enterprise-wide thinking potential
- The benefits and implications of cognitive diversity on: competitive strategy, change, collaboration, recruitment, training, retention and engagement

Module Four:

Setting a Climate for Innovation

- Getting the most of your people
- The importance of trust
- Creating a day to day environment that supports creativity

Module Five:

Cultural Levers – the Push and Pull

- **Innovation Audit & Metrics**
- Implication for organizational readiness
- Supporting processes and practices for Innovation
- The role of influence in sustaining cultural momentum

Module Six:

Panel of Innovative Leaders from:

- The entrepreneurial innovative company
- The innovative corporation
- Innovation in the public service
- Cultural lessons learned and application

Featuring a Word-Class Faculty

Lee-Anne McAlear

Program Director, Centre of Excellence in Innovation Management and President of the Toronto-based innovation house, CURRENT

Lee-Anne is a leading innovation specialist with over 20 years of innovation, leadership and team experience. A dynamic speaker, lecturer, and thinker, she has worked in over 29 countries with the mandate of translating innovative ideas into bottom-line results.

Elizabeth Huggins

Strategist, Innovation Catalyst and Speaker, Marketing Innovation Change Unlimited

Among her many credentials, Elizabeth is one of the few Canadians to hold advanced certification in the KAI Inventory and Theory which is used to diagnose thinking strategy and its impact on innovation culture and thinking productivity in business, education and the military worldwide.

Megan Mitchell

Program Director, Centre of Excellence in Innovation Management, author and founding partner of Mitchell Consulting

Megan is one of Canada's top innovation practitioners with over 20 years experience in innovation, marketing, sales, HR and leadership. Megan is a former Director of Leadership & Innovation at Johnson & Johnson and Pfizer Consumer Healthcare.

Dr. David Weiss

President & CEO of Weiss International Ltd

David runs an international consulting firm focusing on strategy, innovation, and leadership. He has won numerous teaching awards, and published over 50 professional articles. David has authored or co-authored six business books including the bestselling books: *Innovative Intelligence*, *Leadership Driven-HR*, and *The Leadership Gap*.

Create, Lead, and Sustain a Culture of Innovation

February 29 - March 2, 2016
Executive Learning Centre

October 24 - 26, 2016
Nadal Management Centre

Ways to Register

Online

seec.schulich.yorku.ca

Fax

Download a registration form at seec.schulich.yorku.ca and fax to **416.736.5689**

Mail

Download a registration form at seec.schulich.yorku.ca and mail to the address under Payment Options at right

Course Tuition & Registration Details

Program Tuition: \$2,595 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

Special Team Savings: Save \$150 each when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates, speakers and applicable taxes are subject to change. York's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. HST# R119306736.

Program Locations

Your course will take place at the following SEEC facilities from 9:00 a.m. to 4:30 p.m. each day:

February 29 - March 2, 2016 session

Schulich Executive Learning Centre, York University, 4700 Keele Street, Toronto, Ontario M3J 1P3
Tel: 416.736.5079

October 24 - 26, 2016 session

The Miles S. Nadal Management Centre, 222 Bay St., 5th Floor, Ernst & Young Tower, Toronto, Ontario M5K 1K2
Tel: 416.360.8850

Payment Options

SEEC accepts Visa, MasterCard, American Express and cheques.

If paying by mail, registration forms can be sent to:

Schulich Executive Education Centre, The Executive Learning Centre, Schulich School of Business, York University, 4700 Keele Street, Toronto, ON M3J 1P3

Please make cheques payable to: York University – Schulich Executive Education Centre

Optional Accommodations

For sessions at the Schulich Executive Learning Centre, join us at **The Schulich Executive Residence**. Participants attending this program receive a **special discounted price of \$79/night with the promotion code SEEC16**. Call 416.650.8300 for information and reservations, or book at elc.schulich.yorku.ca.

For sessions held at The Miles S. Nadal Management Centre, please consider staying at the **Fairmont Royal York Hotel**. Call 416.368.2511 and ask for the SEEC/York University special corporate rate. Book online at: fairmont.com/reservations/check-availability/ Enter promotion code NYRK.

Contact Us

Call us at 416.736.5079 (1.800.667.9380 toll free), or email exceedinfo@schulich.yorku.ca.

Experience
The Schulich
Executive
Learning
Difference...



World class faculty
and instructors



State-of-the-art
learning facilities



Comprehensive
take-home materials



Includes a handsomely framed Certificate of Course Completion. This and all SEEC open enrolment programs allow you to:

- Rapidly update your education to an executive level in areas key to your success
- Link theory to practice with a hands-on, action-based learning curriculum
- Enjoy immediate ROI through application of your learning right away
- Share experiences and knowledge with other professionals in limited-size classes
- Leverage the expertise and insight of industry savvy, real-world instructors
- Network among graduating colleagues to develop lasting business friendships



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