

Short Focused Program

# **THE INNOVATION ARCHITECT: CREATING BREAKTHROUGH COMPANIES**

STRATEGIC MANAGEMENT

**New York City, February 28-March 1, 2011**  
**Barcelona, March 16-17, 2011**



# THE INNOVATION ARCHITECT: CREATING BREAKTHROUGH COMPANIES

*“In order to sustain innovation in your organization, you have to redesign the system – you need to become an innovation architect. Innovation architects not only generate lots of ideas, they also facilitate an environment that allows the people around them to generate ideas.”*

**Prof. Paddy Miller**  
IESE Business School

The Innovation Architect: Creating Breakthrough Companies will change the way you think about innovation and creativity in your organization. In this highly intensive two-day program, you will learn how to progress from having isolated initiatives to forging a powerful culture of continuous innovation.

The program helps participants tap into pockets of innovation in their companies and equips them with strategies for stimulating creativity throughout the organization. It is not an introductory course on innovation. Rather, it is designed for managers who have struggled to foster innovation and have first-hand experience spearheading change in their organizations.

Participants will explore the strategic innovation imperatives of their businesses. They will analyze their organization’s specific needs, while identifying how innovation can ensure ongoing success. Participants will leave the program armed with innovation strategies and a clear plan for action.

## KEY TAKE-AWAYS

- An understanding of how to implement dynamic innovation strategies in teams, departments and companies
- A view of the newest theories and trends, such as crowdsourcing, choice architecture and open innovation
- A tailored innovation strategy for your organization that balances breakthrough and incremental initiatives
- A game plan for increasing buy-in, support and participation by driving through organizational resistance and innovation fatigue
- The ability to create a breakthrough company by aligning and integrating culture, structure and processes

## WHO SHOULD ATTEND

The Innovation Architect: Creating Breakthrough Companies is designed for managers who aim to drive change and innovation in their organizations. Since most firms require a broad-based coalition to cultivate authentic change, participants are encouraged to attend with other members of their organization.

## APPROACH

The program utilizes recent case studies of actual companies that show how to spearhead innovation and build a creative culture.

The program includes an innovation audit and an outline of the fundamental concepts necessary for nurturing a creative culture. Through workshops, participants will apply these concepts to craft innovation strategies for their own businesses. Participants are requested to bring a specific innovation project to optimize the program's benefits.

## PROGRAM STRUCTURE

### Day 1

- The Roles of the Innovation Architect
- Theory Update: Crowdsourcing and Open Architecture
- Developing an Innovation Strategy
- Innovation Audit: Mapping the Ecosystem
- Insights Workshop: Reframing the Problem

### Day 2

- Creative Cultures: Building the Innovation Ecosystem
- Better Than Buy-In: Creating Deep Ownership in Stakeholders
- Beyond Brainstorming: Structuring Sustainable Innovation
- The Tools of Innovation: From Insight to Income
- Making It Happen: Leading Innovation in Practice

*(Content may vary according to program objectives.)*



## FACULTY

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**Paddy Miller**

**Academic Director**

Professor of Managing People in Organizations,  
IESE Business School  
Ph.D. in Management, IESE Business School

Paddy Miller's main interests lie in the areas of innovation, leadership and organizational change, with a focus on leading change in multinational organizations. He has more than 20 years of experience teaching leadership and general management courses in senior executive programs.

Prof. Miller has consulted for numerous international firms, including Bulgari, Caterpillar, Henkel, IBM, Lufthansa, Visteon, Volkswagen, Standard Life, Sun Microsystems and the United Nations FAO. In 2006, Prof. Miller was recognized by the American Academy of Management for his work in the field of globally distributed teams.



**Thomas Wedell-Wedellsborg**

Partner, The Innovation Architects  
MBA, IESE Business School  
Master's in Media Science, University  
of Copenhagen

Thomas Wedell-Wedellsborg is an expert in innovation and creative methodologies, specifically the practical intersection between business, creativity and social media. He has collaborated with numerous organizations, including Abbott Laboratories, Joost, MTV Europe and the Danish Parliament. He also served four years as an infantry officer with the Danish Royal Life Guards.

Mr. Wedell-Wedellsborg is involved in the product innovation firm Prehype and 13 MBAs, a private professional network for the alumni of 13 top-tier business schools. In collaboration with Prof. Miller, he maintains a website dedicated to innovation and creative cultures (<http://millerwedell.wordpress.com>).



## THE LEARNING ENVIRONMENT

IESE Business School provides an integrated learning experience that promotes professional development and fosters meaningful exchange and networking among program participants.

IESE's New York Center and campus in Barcelona feature state-of-the-art learning technologies that meet the highest standards for executive education.

## 2010-2011 SFP CALENDAR

### Strategic Management

- The Innovation Architect: Creating Breakthrough Companies  
New York City, February 28-March 1, 2011  
Barcelona, March 16-17, 2011
- Getting Things Done  
Barcelona, May 17-20, 2011
- Making Social Responsibility Work: The Cornerstone of Sustainable Business  
Barcelona, July 4-8, 2011
- Global Business: Making the Matrix Work  
New York City, Spring 2011

### Leadership and People Management

- Developing Leadership Competencies  
Barcelona, November 9-12, 2010
- High-Performance Negotiator  
Barcelona, January 18-20, 2011
- Develop Your Communication Skills: It's How You Tell Them!  
Barcelona, March 22-24, 2011
- Create Effective Virtual Teams  
Barcelona, April 6-7, 2011

## SHORT FOCUSED PROGRAMS

The Innovation Architect: Creating Breakthrough Companies is included in IESE's portfolio of Short Focused Programs (SFPs), designed for results-oriented managers to address the most relevant business challenges and reflect the latest management advances.

IESE's SFPs combine innovative learning methods and real-life case studies to help participants meet current and future business challenges.

### Operations and ICTs

- Achieving Operational Excellence and Strategic Coherence  
Barcelona, February 22-25, 2011
- Leading Digital Strategies in a Changing Business Landscape  
Barcelona, June 14-17, 2011

### Industry Specific

- Advanced Digital Media Strategies  
New York City,  
November 30-December 2, 2010 and  
May 24-26, 2011
- Optimizing Your Retail Business: Best-in-Class Operations and Customer Service  
Barcelona, June 1-2, 2011
- Arts and Cultural Management: The Business Side of Leading Cultural Institutions  
New York City, Fall 2011

## DATES & VENUES

February 28-March 1, 2011

IESE Business School  
165 W. 57<sup>th</sup> Street  
New York, NY 10019-2201

March 16-17, 2011

IESE Business School  
Av. Pearson, 21  
08034 Barcelona, Spain

## FEES

Registration Fee:.....€2,600  
IESE Members:.....€2,340

Fees include:

- Tuition
- Meals and coffee breaks
- Study materials and documentation

## HOW TO APPLY

Apply on line at:  
[www.iese.edu/IA](http://www.iese.edu/IA)

Enrollment is limited and registration is taken in strict order of receipt, so early application is encouraged.

## CONTACTS

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Please visit our website:

[www.iese.edu/SFP](http://www.iese.edu/SFP)

**“THE PROGRAM OFFERS A PRAGMATIC APPROACH TO MAKING INNOVATION WORK IN YOUR DEPARTMENT, OPERATING UNIT OR COMPANY. IT IS FULL OF RICH EXAMPLES PRESENTED BY EXPERT ACADEMICS AND PRACTITIONERS. I HIGHLY RECOMMEND THE PROGRAM TO MANAGERS SEEKING TO INCREASE THEIR ORGANIZATION’S ABILITY TO INNOVATE.”**

**JORDAN COHEN**

Head of PfizerWorks  
Pfizer



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