

DEEP DIVE IN CORPORATE INNOVATIONS: INTERNATIONAL PERSPECTIVE





GenerationS by RVC & IE Business School
short-term online program certified by IE Business School

PROGRAM DATES: NOVEMBER 14, 2020 – DECEMBER 14, 2020

WHO SHOULD TAKE THIS COURSE

- Innovation Managers and Directors, entitled to foster and lead transformation in organizations;
- Innovation ecosystem stakeholders.

PROGRAM BENEFITS:

-  Live synchronous learning and real-time interactive discussions
-  A practical learning approach & Action-based exercises
-  World-leading Instructor
-  Short-term format and flexible schedule



PARTICIPANTS RECEIVE IE BUSINESS SCHOOL CERTIFICATE UPON
SUCCESSFUL COMPLETION OF THE ONLINE PROGRAM

PROGRAM STRUCTURE



Interactive online workshops



Group networking



Individual mentoring sessions

PROGRAM OBJECTIVES

The main goal of this program is to present and discuss the international perspective of innovation processes as well as tools, methodologies, and best practices to help professionals to keep their organizations relevant and sustainable throughout the years.

METHODOLOGY

The sessions will be in an interactive webinar format, with a combination of theoretical introductions to content and workshop sessions, providing participants with some understanding of theory, as well as cases and concrete examples.

**AFTER EACH ONLINE-WORKSHOP
STUDENTS ARE REQUIRED TO DELIVER
AN ASSIGNMENT.**



PROGRAM DESCRIPTION AND TOPICS

The Innovation world is vast and complex with uncountable initiatives happening simultaneously around the globe. To have a better understanding of the global innovation panorama, we propose 4 of online-workshops where we learn and discuss contemporary examples of corporate transformation, coupled with individual mentoring sessions as well as group-networking sessions.

The hands-on component will bring an opportunity to personalize the learning acquired in the program.

TOPICS:

Topic 1. Corporate Innovation Models and Tools

The rapid development of new technologies, along with disruption from startups, is dramatically shifting consumers' expectations and behaviors. Today, industry leaders are realizing that partnerships with relevant startups and other players offer a range of benefits, including accelerating the speed of innovation, providing fresh sources of ideas and supporting the establishment of a culture of innovation. **Corporate Innovation is the new R&D, and the only way to be relevant to an ever-changing set of consumers.**

Topic 2. The Innovation Mindset and Types of Innovation

To reach success, organizations must innovate, differentiate from their competitors, and focus on consumers. There are many opportunities to update our offers and in our second session, we are going to talk about Innovation (with the capital I), its types, and how to train our eyes and mind to spot groundbreaking initiatives.

Topic 3. The Innovation Process and KPIs

If you can't measure you can't manage it. Session 3 will be about the process of incorporating and running an Open Innovation process with your organization, going through all stages, and setting up the key performance indexes to define success on every stage.

Topic 4. Reason Why, Sustainability, Impact and Disruption

Our fourth and last encounter will discuss our reason to exist and our impact, questioning our role in society and as a driver for continuous change. **Designing a sustainable business will increase the chances of a long and healthy existence.**

SAMPLE PROGRAM SCHEDULE:

Week	Activity	
	Day 1	Day 2
Week 1	Group-networking session 1	Online-workshop 1
Week 2	Online-workshop 2	Individual Mentoring Session 1 (will be scheduled individually)
Week 3	Online-workshop 3	Group-networking session 2
Week 4	Online-Workshop 4	Individual Mentoring Session 2. (will be scheduled individually) Wrap Up and Next Steps

PROGRAM INSTRUCTOR



Alberto Levy, consultant on technology, marketing and strategy, professor at IE Business School, leads interactive workshops.

Alberto Levy (<http://albertolevy.com/>) is considered as an "Innovation Evangelist" by the Harvard Business Review Summit and the The GlobalShaper Program of the World Economic Forum.

With a successful career bringing innovation to various industries, Alberto has worked in more than 10 countries, 1,500 projects and 300 clients including many Fortune 500 companies, such as: Coca-Cola, Pepsi, General Motors, Toyota, COACH, ExxonMobil, Financeiro/Bloomberg, Televisa, Asics, Sony, FlyEmirates, Jeep, Mitsubishi, Sealy, Santander, Philip Morris, British American Tobacco, Unilever, World Box Council, Cemex, Bacardi, Grupo Modelo, BMW, Volkswagen, Nissan, Intel, Telcel, Nextel, Telmex, HP, LG, ScotiaBank, American Express, Mastercard, Yahoo!, Kellogg's, Nestlé, P&G, Behr, Hasbro and many others.



MENTORS

Each participant has an assigned manager who provides mentoring support – advice and feedback on the training process and joint analysis of any cases related to innovation. The aim of such mentorship is to design an individual plan for the innovative development of the employee and/or company.

GROUP-NETWORKING SESSIONS

Moderated online roundtable-networking sessions aimed at solving practical cases on corporate innovations and sharing best practices among participants.

PROGRAM FEE:

**Early Bird
until November 13:
\$1200 per participant**

**General participation
after November 13:
\$1500 per participant**

Apply now and get the opportunity to join a transformative learning journey, leverage your skills and ensure long-term competitiveness!

SCHEDULE A CONSULTATION:

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