Driving Innovation

The need to innovate has always been important. As companies navigate through the new normal, it’s one of the top business drivers and mandates we’re hearing from clients. The pressure to find innovative solutions that result in competitive differentiation is tremendous. Leaders have to push their thinking and approach to meet these new requirements.

We believe leaders don't have to be highly creative to drive a culture of innovation. In this course, we train leaders to use techniques that support innovation, employing a Human-Centered Design approach. By gaining experience with these techniques in an engaging classroom setting, leaders will be equipped to model ideal conditions for innovation—and be a keeper of the culture that inspires and rewards their teams.

MODULES:
In this program, we will discuss the following modules:
1. Driving Innovation
2. Making Change Happen
3. Handling Challenging Situation with Courage

Objectives
Helps leaders:

- Create and sustain the conditions for innovation.
- Identify the most critical challenges to innovation and take leadership actions to overcome them.
- Foster new thinking and apply practical tools used by top performing companies to develop “human-centered” solutions.
- Ensure successful execution of solutions by identifying implications early in the innovation process.
- Develop their ability to drive change by understanding the importance of involving stakeholders, dealing with resistance, communication, and building buy-in.
- Improve their understanding and ability to leverage insights from the Change Style Indicator (CSI).
- Enhance their skills in leading and motivating others through organizational change initiatives.
- Recognize the impact and importance of courageous acts on business results and culture.
- Analyze their environment so that they are able to take courageous actions.
- Incorporate a set of practical behavioral tools and techniques into their leadership repertoire to act courageously in leading others and to inspire others to act courageously.

CONTINUING EDUCATION UNITS: .16 (Duration: 16 hours)

To Register Call: 281.542.2061

Registration Deadline: October 30, 2013

Date: 11/14/13 thru 11/15/13

Time: 8am – 5pm

Cost: $850 (Material Incl)

Location: San Jacinto College Central
8060 Spencer Hwy
Pasadena, Texas 77505

More information contact: David Lewis 281.542.2061 or David.Lewis@sjcd.edu

Visit our website: http://cpd.sanjac.edu/business-professions

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Course Overview

- **Session Opening:** Participants view video clips from Fast Company that prompt leaders to think about their role in driving innovation.
- **Change Introduction:** An experiential activity illustrates how leaders must consistently pay attention to their environment so that they know when and how to act. They discuss the challenges associated with driving change, particularly as it relates to mid-level leaders.
- **Define Innovation and Align Understanding:** Participants learn DDI’s definition of innovation and explore the different types and ranges of change associated with innovation. They explore the challenges that prevent their organization from successfully innovating to create measurable business value.
- **Driving Change:** Participants use the Change Analysis Worksheet to explore the change initiative they identified in the prework. They analyze their situation leveraging peer consultation.
- **Minimizing the Challenges to Innovation:** Overview of The Leader’s Role: Participants learn four critical leadership behaviors to create the conditions for innovation. They rate their own effectiveness in exhibiting these leadership behaviors and gain insight into how they compare against others. The discipline and practice of human-centered design (HCD) as a way to build a culture of innovation is discussed.
- **Change Styles:** Participants complete the Change Style Indicator® (CSI), which measures three individual styles of approaching and managing change: Conservers, Pragmatists, and Originators. They explore how each style is perceived by others.
- **Exploring the Challenges to Innovation:** Participants explore each of the four challenges to innovation in detail, including the causes and ways to overcome them. In small groups, they learn how to use HCD tools to overcome the challenges to innovation and apply them to the problem of “How to build a more innovative organization”.
- **Problem Framing- Abstraction Laddering:** Participants learn the importance of problem framing and how to frame problems in levels of abstraction as a way to identify various problem statements and implications on innovation efforts.
- **Summary and Call to Action:** Participants overview key concepts in the course and make plans for application. They receive a job aid: Catalog of Human-Centered Design Tools which contains the complete library from The Luma Institute. They commit to what they will stop, start, and continue to do as leaders of innovation.

**CONTINUING EDUCATION UNITS:**
.1.6 (Duration: 16 hours)

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