

# Management of Innovation to Create Value

Gain the skills to secure stakeholder buy-in and cultivate a culture of innovation within your organization. This dynamic program provides actionable strategies to identify, evaluate, and seize valuable opportunities in today's competitive business landscape. Whether you're a seasoned leader or an emerging professional, join us and take the next step toward shaping the future of your industry.

**\$1,500 | 2 days | in person or online**



## Program benefits

- See innovation as an ongoing process of creativity and improvement, not just a one-time event.
- Use proven tools and frameworks to spot and assess promising opportunities.
- Learn practical ways to come up with ideas, test them out, build prototypes, and get buy-in for your innovation initiatives.
- Develop personalized strategies to make innovation a part of your everyday work.
- Learn from real-life case studies that are relevant to your industry and role.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



The Essence of Innovation



Techniques to Identify Valuable Opportunities



Validating Opportunities Effectively



Keys to Effective Storytelling

Thunderbird School of Global Management

**ranks #4** in the **U.S.**  
and **#20** worldwide for  
executive education  
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ASU ahead of the University of Oxford  
and the University of Cambridge  
— Financial Times Executive Education rankings, 2023

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and locations



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