Who Should Attend?

Thunderbird’s Executive Certificate of Health Innovation Leadership is designed for health management professionals who want to learn how to develop an innovation strategy that aligns with their organization’s goals.

Key Benefits

- Identify the skills and traits of successful leaders, executives, managers and those who influence without authority.
- Analyze the behaviors of leaders, including how they work within their teams, and how they develop the most compelling messages around their ideas.
- Examine basic and advanced systems theories and principles while learning how to incorporate them into national and international health and healing networks.
- Analyze and leverage leading-edge health care innovation practices, applying systems concepts and principles, and develop a plan to achieve innovation leadership competency.
- Develop both the problem-solving mindset and leadership skills needed to accelerate innovation within your team and throughout your organization.
Program Curriculum

♫ ADVANCED INNOVATION CONCEPTS & PRINCIPLES
♫ TRANSFORMATIONAL LEADERSHIP FOR THE FOURTH INDUSTRIAL REVOLUTION
♫ FUTURE-READY FOR DISRUPTIVE INNOVATION
♫ SYSTEMS THINKING IN COMPLEX ENVIRONMENTS

♫ ADVANCED INNOVATION CONCEPTS & PRINCIPLES
Examine the essential elements of innovation, identify the obstacles to innovation and initiate strategies to overcome obstacles and facilitate success. Utilize the application of systems, complexity theory and evidence-based processes directly related to the diffusion of innovation. Develop both the mindset and skills necessary for participants to accelerate innovation.

Delivery: Online I Duration: 8 weeks I Start: Upon Completed Registration I $990 I 3 CEU

Course Introduction
• Recognize the importance of a common definition of innovation in laying a foundation for an organization’s innovation efforts
• Characterize the enablers of organizational innovation, including culture, leadership, purpose & vision
• Apply the systemic innovation process to an organizational issue or problem
• Identify the obstacles to innovation and initiate strategies to overcome obstacles and facilitate success
• Devise a strategy for the diffusion of innovation that takes into consideration organizational and individual characteristics as well as social networks

Leading Innovation in an Age of Complexity
• Understand what classes of problems can be tackled by BI
• Differentiate, design and assess various (BI)
• Learn real-world business intelligence examples across different industries
• Identify and translate business problems into BI and data mining problems
• Implement efficient BI strategies to solve these problems
• Enhance knowledge and skills in the current trends in the management and use of BI

The Organizational Context for Innovation
• Characterize the enablers of organizational innovation
• Propose an elements-of-structure that can facilitate innovation

Operationalizing Innovation
• Recognize different ways to systematically operationalize innovation
• Differentiate between Global, Specific and Must-Do solution boundaries
• Apply the Solution Framework to an innovation initiative

Framing the Issue
• Recognize how personas help teams to empathize with people experiencing a problem or situation
• Recognize different ways of defining an issue
• Recognize how the framing of an issue impacts creativity and innovation
• Evaluate the framing of a problem statement using design thinking criteria

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GLOBAL LEADERSHIP FOR THE FOURTH INDUSTRIAL REVOLUTION

Eliciting Creativity
- Distinguish between convergent and divergent thinking in the ideation process
- Identify strategies for testing and refining ideas
- Create a plan for eliciting creative ideas and solutions to a given problem

Implementing & Sustaining Innovation
- Recognize barriers to successful value creation through innovation
- Recognize possible ways to remove different barriers to value creating innovation
- Recognize the role of risk management in the innovation process
- Evaluate an organization for barriers to innovation and recommend strategies to remove said barriers, and mitigate risk
- Recognize processes within change management models
- Analyze a change situation using a change impact analysis

Innovation & Effective Diffusion
- Characterize the principles of the Diffusion of Innovation Theory
- Recognize factors that affect innovation diffusion
- Recognize indicators that can help identify when a product is reaching critical mass
- Devise a strategy for the diffusion of innovation that takes into consideration organizational and individual characteristics as well as social networks

TRANSFORMATIONAL LEADERSHIP FOR THE 4TH INDUSTRIAL REVOLUTION

Aspiring global professionals I Understand how extraordinary leaders flex their executive presence and style to influence and drive team performance. Enhance your capacity to develop and craft the most compelling messages around your ideas and strategies for maximum influence. Examine change and how leaders can manage change through agility, collaboration, self-assessment, and reflection.

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Leading to Amplify Your Impact – Part 1
- Examine the importance of style and presence to your overall credibility as a leader
- Identify new ways of flexing your style while still being authentic to who you are

Leading to Amplify Your Impact – Part 2
- Identify effective means to deliver feedback to your team
- Examine successful methods for driving team performance

Storytelling That Drive Authentic Action
- Apply the principles of strategic communication to your world
- Examine the framework for telling a compelling story around your positions, ideas, or strategy for maximum influence

Being the Winner Today & Tomorrow
- Articulate your unique relationship with time
- Develop strategies for prioritizing, delegating, and getting time back in your day so that you can be more strategic and proactive rather than reactive

Aligning the New Model
- Identify the impact of volatile, uncertain, complex and ambiguous environments in today’s global environment
- Examine the organizational change resulting from the Fourth Industrial Revolution
- Identify internal approaches and trends occurring within your organization
- Recall the four Distributed Leadership capabilities and their components
- Driving Change & Progress
GLOBAL LEADERSHIP FOR THE FOURTH INDUSTRIAL REVOLUTION

Driving Change & Progress
- Identify change within your organization
- Compare the paradox of anxiety as it relates to change
- Identify change in individuals including oneself

Fast, Agile, Collaborative
- Apply the principles of Fast, Agile, Collaborative to your organization

Powering Through the Dark Side
- Examine the impact of incivility across organizations
- Identify steps to manage crises
- Analyze Emotional and Social Intelligence; yours and in others

FUTURE-READY FOR DISRUPTIVE INNOVATION
Aspiring global professionals  I  Identify and analyze future trends to tap their potential impact on the market. Understand how Future-fit Narratives can help forecast possible futures and will help better determine strategies to adopt for your company. Take a practical look at innovation and learn how it is strategically imperative for everyone in an organization to have an innovative mindset.

Delivery: Online  I  Duration: 8 weeks  I  Start: Upon Completed Registration  I  $990  I  3 CEU

Understanding and Tapping Future Trends
- Analyze the Micro, meso, and macro levels within economies
- Evaluate the elements of the business model canvas
- Examine the concept of Megatrends and why businesses must be able to identify when they develop and how to tap their potential impact on the market

Agility in Turbulent Economic and Social Times
- Examine the role of scenario foresights in strategy
- Conduct a preliminary scenario foresight matrix
- Evaluate the options available for further strategic execution

Back-casting, Forecasting and the Power of Present-casting
- Analyze megatrends and their trajectories for futurized evolution
- Determine the proxies required for the detection of trends
- Examine the difference between Backcasting, Forecasting, and present-casting

Future Fit Narratives
- Integrate the concept of scenarios into narrative flows and strategic option slates
- Evaluate the opportunities arising from the Fourth Industrial Revolution
- Examine the state of maturity of technologies, vis-à-vis the capital investment

Technology & Human Innovation
- Identify the key elements of disruptive innovation
- Create an innovation mindset
GLOBAL LEADERSHIP FOR THE FOURTH INDUSTRIAL REVOLUTION

Concept & Business Innovation through Effective Ideation
- Examine effective strategies for finding opportunities for innovation
- Recognize how established biases can limit your ability to make clear distinctions
- Explain how one analyzes circumstances prior to, during, and after customer experiences to identify opportunities
- Analyze methods to effectively profile situations and identify point of friction or needs (“dislikes”) to disrupt or reimagine
- Develop a hypothesis that can be executed with limited risk to evaluate potential

Accelerating Success through Effective Validation
- Identify how simple experimentation can be an effective tool for validating success (or failure)
- Develop scenarios to validate outcomes
- Examine similar experiences within and across industries to assist in validating experiences

Winning Adoption for your New Ideas
- Identify the benefits of creating a movement trajectory
- Recognize how to identify advocates with influence and develop their interest
- Examine the role messages of merit and persuasion play in championing innovation.

‡ SYSTEMS THINKING IN COMPLEX ENVIRONMENTS
Understand decision making in complex healthcare systems, and how to innovate in these environments. Learn to adapt to disruption and non-linear transitions. Examine basic and advanced systems theories and principles and apply them to national and international health and healing systems. Analyze and describe current health care using systems concepts and principles, and develop a plan to achieve innovation leadership competency.

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Introduction to Systems Thinking
- Describe a system using systems principles
- Analyze the interactions between a given system’s elements, purpose/function, and connections under various circumstances
- Differentiate between “reductionist” and “holistic” approaches for problem solving within a system
- Assess the success reductionist and holistic problem-solving approaches have in improving a system

Introduction to System Dynamics
- Describe a system’s behavior using stocks & flows or causal flow diagrams
- Apply the concept of feedback loops in systems

Chaos and Complexity in Healthcare
- Distinguish between different domains of decision making and problem-solving when dealing with systems
- Recognize the characteristics and implications of the butterfly effect in a system
- Apply chaotic and complexity perspectives to health and healing systems

Innovation in Chaotic and Complex Systems
- Recognize the definition of different system characteristics and behaviors
- Recognize system characteristics that support change
- Describe how to analyze a given system for its change potential

System Disruption and Adaptive Organizations
- Differentiate between normal periods of change in an organization and non-linear organizational transition
- Recognize the conditions that drive non-linear organizational transition
- Identify ways to facilitate system transition
- Analyze a system to identify signs of transition and the drivers of the transition
- Identify capabilities that organizations need to be innovative, transformative, and adaptable
GLOBAL LEADERSHIP FOR THE FOURTH INDUSTRIAL REVOLUTION

Innovation Leadership from a Complexity Perspective
- Identify how leaders can lead for adaptability and foster innovation
- Develop a personal plan to achieve competency in innovation leadership within a complex system

U.S. Healthcare from a Systems Perspective
- Match system traps (archetypes) with their characteristics
- Identify examples of the 12 types of system interventions, or places to intervene in a system
- Apply the concept of system traps to discuss why a particular system structure is dysfunctional
- Analyze a system intervention proposal to assess its potential effectiveness

Janet Kerby
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Location
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