

Developed in partnership with:



INNOVATING FOR FASTER GROWTH

Becoming a Growth Leader

In a business landscape characterized by uncertainty, turbulence, and disruption, the natural tendency may lean toward cutting costs and maintaining core businesses. Although it may seem attractive, playing it safe is a short-sighted decision. Innovation is required for growth and a decision to pursue innovation-led growth will have lasting positive impacts. Historically, it is companies that innovate through turbulent times that outperform the market average by 30%—a significant percentage.

To rise to the challenge of innovating for growth, organizations and their leaders need to develop innovation prowess—the know-how and proficiency to innovate—that separates growth leaders from growth laggards. In this course, you will learn how to become a growth leader and help drive your organization forward.

Professor George Day, author of the acclaimed *See Sooner, Act Faster: How Vigilant Leaders Navigate Digital Turbulence*, illustrates why organizations need to get past innovation difficulties by listening to key indicators and developing both the discipline and the ability to pursue innovation-led growth and thrive long-term.

This three-week course features:

- 30-45 minutes of learning day
- Three, 60-minute virtual live events featuring expert faculty
- Experiential learning activities including discussion and Breakout Groups
- Expert guidance in support of group engagement and peer learning
- An Innovation Toolkit to support application in the workplace

OUTCOMES

- Apply a highly disciplined growth-seeking process for setting ambitious but achievable growth goals that includes an outside-in approach to finding and selecting the best opportunities.
- Make an equal commitment to investing in culture, capabilities, and organizational configuration that support innovation and growth.

YOU WILL

- Explore the growth-seeking process and outside-in approach.
- Learn how to build an innovation pipeline and allocate resources effectively.
- Participate in breakout groups to share learned insights, discuss how you will apply those insights to your organization, and practice activities from the course.

ABOUT THE EXPERT



GEORGE S. DAY

- *George is the Geoffrey T. Boisi Professor Emeritus at the Wharton School of the University of Pennsylvania. He founded the Mack Institute for Innovation Management at the Wharton School, where he is presently Faculty Emeritus in Residence. He was previously the Executive Director of the Marketing Science Institute and is currently an Academic Trustee.*

SPRINT OUTLINE

WEEK 1

HOW INNOVATION DRIVES FASTER GROWTH

- Growth Leaders Develop Innovation Discipline
- Growth-Seeking and Growth Realization
- Closing The Organic Growth Gap
- Breakout Group
- Live Event

WEEK 2

CONDUCTING A DISCIPLINED SEARCH FOR OPPORTUNITIES

- What is Full Spectrum Innovation?
- Taking the Outside-In View for Customer-Focused Solutions
- Experimenting to Validate Opportunities
- Breakout Group
- Live Event

WEEK 3

SETTING UP YOUR GROWTH ENGINE

- Leadership Challenges
- Investing in Talent, Adopting an Outside-In Approach, and Prudent Risk-Taking
- Aligning Metrics and Incentives
- Breakout Group
- Live Event