Executive Education

LEADERSHIP IMPACT THROUGH INNOVATION

HOW TO DESIGN WINNING SOLUTIONS FOR BUSINESS CHALLENGES

Ann Arbor
NOVEMBER 13-17, 2017
MAY 14-18, 2018

Hong Kong
NOVEMBER 27 - DECEMBER 1, 2017

Don’t miss out; register today!
michiganross.umich.edu/innovation

Top 5 Global Provider
-FINANCIAL TIMES, 2016
Expand your capability and capacity to see innovative options as well as your ability to teach others to think innovatively. Innovative leadership impact comes from previously untapped creativity to go beyond the obvious or “we tried that” solution. The most respected company’s in the world have created cultures of innovative thinking from the plant floor to the board room. In this program you will learn design-thinking frameworks in a live simulation that taps into your creativity and changes the way you think in ways previously unimagined. You will apply these frameworks with fellow leaders from diverse, global backgrounds so that when you take them back to teach your team, you’ll do so with confidence, conviction, and commitment to creating a culture of innovation where everyone enthusiastically contributes.

Widening the scope of who contributes to design conversations adds rich diversity of perspective based on unique life and business experiences. This program offers evidence-based strategies for effectively leading teams to creative and innovative solution ideas. These are quickly vetted with the best ideas being tested promptly so that learning happens more quickly and the opportunity for business impact is accelerated.

Consider sending a team of leaders to allow your entire enterprise the opportunity to craft winning solutions that specifically address your unique business challenges and uncover new opportunities.

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**Individual Benefits**

- Learn and apply new, practical innovation frameworks and techniques.
- Master the process of leveraging existing, diverse resources to generate novel solutions.
- Understand the process of, and overcome the barriers to innovative thinking.

**Organizational Benefits**

- Apply design thinking to improve your company’s bottom line.
- Master a new framework to accelerate your organization’s innovation initiatives.
- Leverage the psychological drivers that lead to the adoption of new and useful ideas.
**Who Should Attend**

- Leaders with responsibility to develop solutions to business challenges through a process that is:
  - Proven
  - Repeatable
  - Sustainable
  - Teachable
- Leaders seeking to accelerate the development of innovative solutions, dramatically improve adoptions and raise the bar for success

**TYPICAL TITLES INCLUDE:**
- Managers, Directors, and Senior Executives in:
  - Innovation
  - Business Strategy
  - Marketing Strategy
  - Digital/Social Strategy
  - New Productive Development
  - Corporate Communications and Crisis Management
  - R&D
  - Operations and Project Management

**The Experience**

This new, fast-paced program uses an action-based learning approach to give you the hands-on experience needed to successfully apply the frameworks from the program to your business. Using a proven, repeatable process, you significantly increase the probability of the best prototype ideas actually being adopted. The framework is designed to create innovations that promote the spread and adoption of ideas from person to person in a contagious fashion while also providing real, measurable results that offer a distinct competitive advantage.

| DAY ONE | • The business case for design and innovation  
|         | • Leaders as designers  
|         | • Team-based design exercise |
| DAY TWO | • Team exercise - Live Simulation  
|         | • Strategic idea generation  
|         | • Advanced brainstorming – the process |
| DAY THREE | • Identifying the most promising concepts to test  
|          | • Designing experiments to rapidly test concepts  
|          | • Refine the concept from test results |
| DAY FOUR | • Strategic Adoption  
|          | • Gaining buy-in  
|          | • Action-based cases  
|          | • Initial concept presentations |
| DAY FIVE | • Informed concept presentations  
|          | • Alignment  
|          | • Introducing change to your organization  
|          | • Articulating your innovator point of view |
JEFFREY SANCHEZ-BURKS | FACULTY DIRECTOR
Professor of Management & Organizations

Professor Sanchez-Burks is an award winning scholar and executive educator who designs, directs and delivers executive leadership development programs in more than 20 countries around the world working in diverse industries including financial services, arts & entertainment, government, manufacturing, and medicine. Broadly, his research centers on topics that inform how to develop innovative solutions, bridge cultural divides and manage the emotional tenor and tempo of organizations. Sanchez-Burks has presented in the TEDx series, and his research has been covered in *The Wall Street Journal*, *The New York Times*, *The Harvard Business Review*, National Public Radio and numerous distinguished academic journals.

JOHN BRANCH | FACULTY
Strategy and Marketing Professor

John Branch is an award-winning educator, consultant, speaker, and educational leader, with almost 25 years of experience in more than fifty countries, most notably in the Republics of the former U.S.S.R., including Latvia, Russia, and Kyrgyzstan. He has conducted management training in, and consulted to, numerous international companies, including British American Tobacco, Anheuser-Busch, British Telecom, Cargill, Mercedes Benz, DELL, Coca-Cola, Michelin, Ericsson, and Nestlé.
MARCUS COLLINS | FACULTY
Professor of Business Administration

Marcus Collins is a culturally curious thinker with academic insight into the cognitive drivers that impact consumer behavior. He is the SVP/Executive Director of Social Engagement at Doner Advertising and was recently named one of Crain’s 2016 40 under 40 award recipients; earlier this year Collins also earned Advertising Age’s 2016 40 under 40. His strategies and creative contributions have led to the successful launch of Budweiser’s “Made In America” music festival, Bud Light Platinum, the Brooklyn Nets (Hello Brooklyn!), and State Farm’s “Cliff Paul” campaign. Before his work in advertising, Marcus worked in partner marketing for iTunes and led digital strategy for Beyoncé. In addition to his agency duties at Doner, Marcus is an AACSB certified clinical instructor and teaches social media marketing at the Stephen M. Ross School of Business at the University of Michigan, and at Hyper Island.
Real Impact

Michigan Ross is committed to maximizing your return on investment. For example, one of the nation’s top integrated health delivery systems turned to Michigan Ross to help their mid- to senior-level leaders with the following business challenges:

• Linking core competencies to customer benefits
• Improving strategic agility and leadership
• Assessing, driving, and measuring customer service and satisfaction
• Building high-performance teams

Upon completion of the program, an independent study was conducted to assess the organizational and personal impact of engaging with Michigan Ross. Here is what was found:

• A **310%** return on program investment
• A **SIGNIFICANT REDUCTION** in key service area wait times
• **25%** of participants were promoted within six months of program completion
• **15%** improvement in decision-making
• **16%** improvement in teamwork

The University of Michigan

**#1 PUBLIC UNIVERSITY IN THE US - WALL STREET JOURNAL**

- Founded in 1817, University of Michigan is one of the first public universities in the U.S.
- 101 graduate programs ranked in the top ten.
- One of only two public institutions in the U.S. consistently ranked in the top ten.
- Top five for research productivity and intellectual capital.
- Over 51,000 students, 5,600 faculty on three campuses from over 100 countries.
- UM maintains a global presence including initiatives in Southeast Asia, Brazil, Russia, India and China.

The Stephen M. Ross School of Business

**TOP 10 SINCE 1988 - BLOOMBERG/BUSINESS WEEK**

Founded in 1924, the Stephen M. Ross School of Business at the University of Michigan is grounded in the principle that business can be an extraordinary vehicle for positive change in today’s dynamic and global economy. As a general management institution, Michigan Ross has earned unqualified acclaim for academic excellence:

- Consistently ranked in the top ten for all degree programs.
- Approximately 230 faculty members who research, consult, and teach in all areas of business.

In addition to top-ranked academic departments in the core business principles, the school provides unparalleled learning opportunities in leadership, entrepreneurship, sustainability, social impact, and emerging economies. Our unique approach — which focuses on action-based learning and interdisciplinary, team-oriented situations — develops leaders and ideas that make a positive difference in the world.

Executive Education

**TOP 5 GLOBAL PROVIDER - FINANCIAL TIMES 2016**

Michigan Ross Executive Education was recently named a Top 5 global provider by the Financial Times. The FT survey examined the open enrollment programs offered at 75 schools, weighing factors from faculty to follow-up. Among the highlights, Ross excelled with unique course design, renowned faculty, and participants reporting new skills and learning to impact personal and organization performance. We offer 30+ diverse open enrollment offerings and numerous custom programs annually, serving more than 4,000 executives around the world. Ross has locations in Ann Arbor, Hong Kong, Mumbai, Malaysia, Singapore, and Thailand and delivers programs globally wherever our partners request. We invite you to join us for any of our open enrollment or custom program offerings and to experience first-hand the Michigan Ross difference.

Michigan Ross Custom Programs

Ross delivers custom executive development programs for organizations throughout the world. We start by gaining a deep understanding of your business strategy and talent needs, and then work with you to create an experience that develops individual participants, builds networks and relationships, and provides a foundation for culture and organizational transformation. In close collaboration with you, we identify clear business and learning objectives, design learning experiences that align with those objectives, and bring together a world-class faculty team — often including your company’s leaders as teachers — to deliver a truly transformational experience for your top talent. And we do all of this with a deep commitment to delivering results and a return on your investment.

No matter your business challenge or strategic priority, Ross can be your partner in success. If you are interested in customized solutions for your company, please contact us to arrange a conversation with one of our managing directors: rossexeced@umich.edu or (734) 763-1000.
Experience the Michigan Difference Around the World

The University of Michigan is located in Ann Arbor, a vibrant and sophisticated college town located 50 miles from Detroit and less than 30 minutes from Detroit Metropolitan Airport, a major international hub with non-stop flights from over 115 U.S. and 20 international cities.

**Program Details** (Check website for current dates and locations)

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<th>Dates</th>
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<td>Ann Arbor</td>
<td>Nov. 13-17, 2017</td>
<td>May 14-18, 2018</td>
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- Fee is payable in advance in US dollars and is subject to change
- Check our website for our Cancellation, Transfer and Substitution Policy
- Contact us for special team pricing

**Fee includes:**
- On-site executive accommodations (pending availability)
- Program materials, assessments, and simulations
- All breakfasts, lunches, and break snacks/drinks
- Select dinners

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<th>Location</th>
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**Fee includes:**
- Tuition, books, instructional materials, and coffee breaks

**REGISTER TODAY!**

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rossexeced@umich.edu | 734-763-1000

Learn more or explore other programs online at:  
michiganross.umich.edu/execed
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WORLD-CLASS FACULTY | DESIGNED FOR IMPACT | GLOBAL PERSPECTIVE

This program will help you bring the power of leading enterprise-centric design thinking to your organization. In an enterprise-centric design-driven culture you are not only concerned with putting the customer first; but also with providing real, measurable results that offer a distinct competitive advantage.

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