LEADERSHIP IMPACT THROUGH INNOVATION

How To Design Winning Solutions For Business Challenges

Overview

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 is an expert.

Widening the scope of who contributes to design conversations adds rich diversity of perspective based on unique life and business experiences of your team. 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 eventual 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.

PROGRAM DATE
Hong Kong
Nov. 18 - 22, 2019
July 6 - 10, 2020
Dec 7 – 11, 2020

FEE / US$8,500
Program fee includes:
• Tuition
• Instructional materials
• All lunches, and coffee/snack breaks

CONTACT
+852 2509 9088
um-asia.exec.ed@umich.edu

WEB
https://michiganross.umich.edu/programs
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TRANSFORMATIONAL LEADERSHIP

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 with providing real, measurable results that offer a distinct competitive advantage.

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<tbody>
<tr>
<td>ONE</td>
<td>• The business case for design and innovation</td>
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<td>• Leaders as designers</td>
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<td>• Team-based design exercise</td>
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<td>• Team exercise – Live Simulation</td>
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<td>• Strategic idea generation</td>
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<td>• Advanced brainstorming – the process</td>
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<td>THREE</td>
<td>• Identifying the most promising concepts to test</td>
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<td>• Designing experiments to rapidly test concepts</td>
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<td>• Refine the concept from test results</td>
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<td>• Strategic Adoption</td>
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<td>• Action-based cases</td>
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<td>• Alignment</td>
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<td>• Introducing change to your organization</td>
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<td>• Articulating your innovator point of view</td>
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By attending this program, you will receive 1 credit towards our Distinguished Leader Certification and will personally be rewarded with Life-time Scholarship and Peers Vouchers to develop your chosen peer. Visit our website for more details: [https://michiganross.umich.edu/programs/executive-education/certificate-program](https://michiganross.umich.edu/programs/executive-education/certificate-program)
Michigan Ross Executive Education

Michigan Ross Executive Education was recently named a Top 5 global provider by the *Financial Times*. We offer approximately 20 different open enrollment offerings and a variety of custom programs annually, serving over 4,000 business executives around the world. In addition to the Michigan Ross Campus USA, Ross has locations in Hong Kong, Mumbai and Singapore and delivers programs globally wherever our corporate partners request.

**Program Faculty**

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, National Public Radio, The Harvard Business Review*, and numerous distinguished academic journals.
Program Faculty

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
Michigan Ross Executive Education Professor; SVP/Executive Director, Social Engagement, Doner Advertising

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 named to Advertising Age’s 2016 40 Under 40 list. 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 Michigan Ross and Hyper Island.

[ FACULTY NOTE: Selected faculty members will teach in the program. ]
Contact and Registration Info

Once you have registered for one of our programs, a unique registration number is assigned and an acknowledgement letter is sent within 3 working days. The participant will also receive a confirmation via e-mail within 3 working days, along with a softcopy of the invoice. This communication ensures that a place will be reserved for you in the program. Due to costs associated with establishing, holding, and refilling participant slots, along with the associated costs of pre-course materials, the following cancellation charge schedule has been established. The program fee includes tuition, tea breaks & lunches, and all instructional materials. In order for you to have sufficient time to prepare the pre-reading materials and settle the program fee, we suggest sending us the registration at least 8 weeks prior to the program.

Cancellation Policy

Cancellation fees are based on the number of weeks from the class start date your request is received. You must notify us of your cancellation in writing via email, fax, or postal mail.

You may cancel six or more weeks prior to the start of a program without incurring a fee. Due to the inherent costs of establishing, holding, and refilling participant slots along with associated costs of pre-course materials, the following cancellation fee schedule applies:

• Two to six weeks prior to program start - 50% of program fee
• Within two weeks of program start - 100% of program fee

Transfer and Substitution Policy

We can accept transfers to an alternate program offering. All transfer notices must be received by email, fax, or mail before the start of the program. Transfer requests received within 2 weeks of the program start are subject to a US$250 transfer fee. Qualified substitutes for registrations can be accommodated with advance written notice.

If you choose to defer or substitute your program fee to a future program session, that program must be attended or all funds previously paid will be forfeited. Only one deferral or substitution per registration is allowed and the new session must occur within one year of the original session date. Please note that 100 percent of the full tuition will be forfeited if one of the following occurs:

• The registrant does not enroll in another program within one year of the original start date
• The registrant has not requested a refund within one year of the original start date.

Venue

(to be confirmed)

We will provide information of recommended hotels to you upon enrolment confirmation.

PLEASE note: The hotel can only take room reservations. All program registrations must be directed to um-asia.exec.ed@umich.edu or 852.2509.9228 (fax). Please indicate you are a University of Michigan Executive Education participant when making reservations and you will receive a discounted room rate (subject to availability). Participants are responsible for their own accommodations and travel arrangements.

If you have special dietary concerns, please contact us as soon as possible at the Asia Pacific Regional Office.

The University of Michigan reserves the right to change without notice any statement in this bulletin concerning, but not limited to, curricula, courses, faculty, tuition, fees, policies and rules. If course or curriculum changes take place after you commence the program we will make every effort to implement the changes in your best interest.
LEADERSHIP IMPACT THROUGH INNOVATION

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Registration Form - Stephen M. Ross School of Business at the University of Michigan
Leadership Impact Through Innovation

Please mail or fax the completed registration to our offices

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If you have a Distinguished Leader Voucher, please quote your voucher reference. no: _____________________________

Registration Deadline: 4 weeks before the program Registrations are accepted on a first come, first served basis.

Participant Information

- Mr.  - Ms.  - Dr.  - Miss  - Mrs.

Full Name __________________________________________ (As appears on the course roster and your diploma)

First Name _________________________________________ (As appears on your name badge)  Last Name __________________________________________

Title of Present Position __________________________________________________________

Company Name ____________________________

Company Address ____________________________

(Please include street address and appropriate postal code for international courier delivery)

City ____________________________  Postal Code ____________________________  Country ____________________________

Telephone ____________________________  Facsimile ____________________________

Email ____________________________

Company Website ____________________________

Department ____________________________

List language(s) in which you are fluent __________________________________________

(Applicants must be proficient in English)

All information submitted will be kept confidential

Continued on next page >>
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How Did You Hear About Us? (You May Choose More Than One)

☐ Advertisement  ☐ Newspaper  ☐ Magazine/Journals  ☐ Promotion - ☐ Brochure  ☐ Catalogue  ☐ E-mail  ☐ Seminars/Exhibitions
☐ Recommendation by  ☐ Supervisor  ☐ HR/T&D  ☐ Past participant  ☐ I have attended Michigan Executive Education program(s)
☐ I have met with a Michigan representative  ☐ I am an alumni of University of Michigan of year: ________________

Billing Information

(Please provide the following information if the invoice should be directed to someone other than the participant)

Name __________________________________________ Position Title ________________________________

Company Name

Company Address

_________________________ City ______________ Postal Code ___________ Country _______________

Telephone __________________ Facsimile ______________ Email ______________

Person In Charge Of Executive / Management Development For Your Company

By providing this information, this person will subscribe to our mailing list for regular updates of our program information.

Name __________________________________________ Position Title ________________________________

Company Name

Company Address

_________________________ City ______________ Postal Code ___________ Country _______________

Telephone __________________ Facsimile ______________ Email ______________

Do you plan to make a hotel reservation?  ☐ No  ☐ Yes - We will provide information of recommended hotels upon confirmation

By submitting this registration form, I have read and hereby agree to comply with the cancellation policy of Michigan Ross Executive Education, I also understand that payment of the program fee is required prior to the program. Upon registration, the University shall issue an invoice for payment and a confirmation via e-mail within 3 working days.

Signature / Company Chop ____________________

The University of Michigan, as an Equal Opportunity, Affirmative Action Employer, complies with applicable federal and state laws prohibiting discrimination, including Title IX of the Educational Amendments of 1972 and Section 50 of the Rehabilitation Act of 1973. It is the policy of the University of Michigan that no person, on the basis of race, sex, color, religion, national origin or ancestry, age, marital status, handicap, or Vietnam-era veteran status, shall be discriminated against in employment, educational programs and activities, or admissions. Inquiries of complaints may be addressed to the University's Director of Affirmative Action, Title IX and Section 504 coordinator, 4005 Wolverine Tower, Ann Arbor, Michigan 48109-1281, 1734.763.1281, T.D.D. 1734.647.1388. For other University of Michigan information, call 1734.764.1817.
Rankings

Across a wide range of criteria, Michigan Ross Executive Education and the Stephen M. Ross School of Business are consistently ranked among the world’s elite institutions.

Financial Times, “Top 4th in the World for Open Enrolment Programs Executive Education Rankings 2019”
The Ross School of Business at University of Michigan is rated highest for teaching methods and faculty.

Financial Times, “Top 6th in the World for Open Enrolment Programs Executive Education Rankings 2018”
The Ross School of Business at University of Michigan is up nine places to 11th overall and sixth for clients who say they would use the school again.

The first-of-its-kind report for The Financial Times ranks schools based on the “quality and breath of business schools’ postgraduate programmes.”

This global ranking evaluated the top-rated universities, based on a survey of 6,000 academics and 2,000 recruiters.

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Program Offerings are subject to change; visit website for the most up-to-date information.