

# MANAGING AND LEADING FOR INNOVATION

ESMT  
BERLIN



**Location**  
Online



**Tuition fee\***  
€1,800



**Language**  
English



**Duration**  
6 weeks



September 6 – October 17, 2021



#### **Certificate**

You receive a certificate upon completion of the program.

#### **Postgraduate Diploma in Management**

The program counts toward 3 of the 18 days necessary to receive the diploma.



[execed.esmt.berlin/managing-and-leading-innovation](https://execed.esmt.berlin/managing-and-leading-innovation)

The competitive landscape in the world of digital disruption poses new challenges for business leaders. To address these challenges, this program will explore what we believe to be the three major aspects, or the “3P’s,” of innovation: Prospect, Process, and People. Starting with “Prospect,” leaders must set bold visions to catalyze breakthrough growth, turning organizational visions into missions and actions. Continuing with “Process,” leaders must make tough choices while prioritizing and mobilizing resources along the innovation funnel. The “People” aspect will address the need for leaders to inspire, encourage, and motivate their employees to build a climate in which people feel empowered to be innovative and safe enough to risk failure when experimenting with new ideas.

## Who should attend the program?

Executives who want to foster innovation in their organization, yet struggle with setting a strong vision, optimizing internal processes, and/or leading their teams in a motivational way.

## Key topics

- Mapping the innovation landscape of an organization’s strategic goals; understanding its contexts, types, and barriers
- Designing the innovation process and structuring the innovation funnel
- Organizing for innovation: evaluation, resource prioritization and allocation, decision making
- Leading up, down, and laterally to motivate people and foster innovation

## Teaching methods

Asynchronous and live sessions

Guidance by ESMT experts

Business cases

Individual exercises

Peer feedback

Simulations

# Managing and Leading for Innovation

## Week 1

- What is innovation and why should we care about it?
- Barriers to innovation and the tactics of overcoming them

## Week 2

- Developing and building innovation strategy
- Turning innovation theater into an innovation engine

## Week 3

- Techniques, framework, and set of tools when structuring and managing the innovation funnel

## Week 4

- Traditional and new ways to organize innovation
- Prioritization, resource allocation, and decision making

## Week 5

- Putting innovation into a leadership context
- The role of structure and culture in fostering innovation

## Week 6

- My innovation portfolio

## Key benefits

- ✔ Gaining strategic insights into innovation, setting a great vision, and translating that vision into concrete goals and objectives
- ✔ Learning how to develop the right organizational structure for innovation to thrive
- ✔ Understanding how to successfully manage the innovation process, invest in future growth, and make smart decisions along the way
- ✔ Building a strong corporate learning culture that empowers people to fuel innovation at the individual, team, and organizational levels
- ✔ Exploring the impact of leadership on the nature and success of creative efforts; creating an organizational climate that nurtures and promotes innovation
- ✔ Reflecting on the situation inside one's company, thinking through all the steps in the innovation journey, and creating a personal action plan

\*For general terms and conditions and details on the application process, please go to: [execed.esmt.berlin/gtc](https://execed.esmt.berlin/gtc)



Lei Lu

## Faculty

### Lei Lu

is a program director at ESMT Berlin. Before joining ESMT, she held various positions at Chinese and German companies of different sizes and across different industries.

### Linus Dahlander

is a professor at ESMT Berlin and the director of research. He also holds the Lufthansa Group Chair in Innovation and acts as a consultant and advisor.

## Contact

### ESMT Berlin

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*Innovation is seeing what everybody has seen and thinking what nobody has thought.*

Dr. Albert Szent-Györgyi  
Nobel Prize in Physiology or Medicine in 1937