MANAGING AND LEADING FOR INNOVATION

Cycle 1: November 2 – December 13, 2020
Cycle 2: March 1 – April 11, 2021
Cycle 3: May 3 – June 13, 2021
Cycle 4: September 6 – October 17, 2021
Cycle 5: November 1 – December 12, 2021
It is no longer a secret, but rather common knowledge shared by executives, that innovation is the key driver of organizational success. Yet even starting to build an organization in which innovation plays a key role is often perceived by many executives as a frustrating experience. Sustaining innovation to create real value at scale, for the customers and for the company itself, is even harder. 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, prioritize and mobilize 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 where people feel empowered to be innovative and safe enough to risk failure when experimenting with new ideas.

This practical online learning journey will guide participants through all the steps along the innovation journey and offer relevant strategic concepts, techniques, and tools, as well as organizational and leadership aspects of innovation.

**METHODS**

Managing and Leading for Innovation is a six-week online program combining asynchronous and synchronous elements. Participants work through six learning modules at their own pace, guided by ESMT experts. Individual learning journeys will be supported by a workbook designed for personal reflection on the current situation inside one’s organization, enabling participants to transfer the lessons learned into daily practice. Participants will experience and interact with diverse virtual learning components, including case studies, individual exercises, peer feedback, live discussion forums, simulation exercises and live webinars.

**ESMT’S ONLINE OFFERINGS**

At ESMT, we believe in the power of effective online learning and embrace the exciting pedagogical opportunities made possible by the digital era. ESMT’s high-quality online offerings are based on the deep expertise of our faculty and are designed specifically for an online format. Furthermore, they are built on a network of strong partnerships, and incorporate a laser focus on user experience and the bold application of emerging technologies and learning science.
LEI LU (PROGRAM DIRECTOR)
Lei joined ESMT in 2017 and started to work as a Program Director since 2019. She studied in Zhejiang University (China) and obtained her Bachelor Degree in Communication Science. Further, she pursued her Master Degree at University of Bremen (Germany), focusing on media culture and communication management. Her international profile is supplemented by various working experience in China and Germany. There she developed professional capabilities in corporate communication, marketing strategy and project management. Lei’s ongoing projects include executive education programs for German, Chinese as well as other international clients on finance, sales management and digital transformation.

LINUS DAHLANDER
is a professor, director of research and holder of the Lufthansa Group Chair in Innovation at ESMT Berlin. Linus received his PhD from Chalmers University of Technology in 2006. From 2006 to 2008, Linus was an assistant professor and an Advanced Institute of Management research fellow with the Innovation and Entrepreneurship Group at Imperial College Business School in the UK. From 2008 to 2010, he was a postdoctoral fellow at Stanford University.

Linus teaches classes on innovation, entrepreneurship, and networks. He also consults and advises startups, large multinationals, as well as governmental organizations on issues surrounding digitalization, entrepreneurship, innovation and networks. He was recognized as one of the Best 40 Under 40 Professors by Poets & Quants in 2017.

His ongoing research investigates how new ideas and innovations are developed in networks and communities. The ongoing projects use largescale analysis of networks, which he integrates with a deeper appreciation for what content flows through networks. Linus seeks to study novel questions which can advance academic literature, while focusing on issues that can affect how managers think about their business to help them make better decisions.

His research has been published in the top academic outlets. Linus served as an associate editor for the Academy of Management Journal in the 2013 – 2016 editorial team. He has also published in practitioner outlets such as Harvard Business Review. His research has won numerous awards and some of his papers are among the most cited and downloaded in their area.
The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of 18 program days spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Managing and Leading for Innovation is part of the cluster Managing Technology and Strategy and counts towards 3 of the 18 days necessary to receive the diploma.

Tuition fee includes program attendance, all materials (usually in electronic form), any online access and a certificate of attendance.

*Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible. According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

For general terms and conditions, and details on the application process please go to: execed.esmt.berlin/gtc

**CONTACT US**

Our admissions team office will be glad to answer any questions you might have regarding this program.

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