INNOVATION SPRINT

BLENDED OPEN ENROLLMENT PROGRAM

Online:
October 12 – November 6, 2020
October 25 – November 19, 2021
4 weeks, 3 hours per week

On campus:
November 9 – 10, 2020
November 24 – 25, 2021
2 days

Online:
November 16 – 23, 2020
December 6 – 10, 2021
1 week, 3 hours

ESMT Berlin
Creativity is an important element of innovation. However, driving innovation takes more than just generating novel ideas. It requires managers to expand their mind- and skill sets: They need to learn to start thinking from their customers’ perspective, instead of focusing on their products; they need to develop new solutions and business models, rather than gradual product improvements; they have to run simple, structured experiments to test mission-critical assumptions, instead of perfecting an idea for years in an isolated lab; and they must make decisions based on data, rather than biased opinions.

This is an experiential blended program, with five weeks of guided online learning, in which participants develop their own business ideas in exchange with their peers and faculty, and a two-day on-campus session. The latter will feature guest lectures by successful entrepreneurs and esteemed faculty, and will give participants the opportunity to test and pitch their innovative ideas.

Online: Connect and learn
2 Oct – 6 Nov 2020, 4 weeks, 3 – 4 hours per week
Start your online journey with your program director and peer group on our platform the HUB. Through videos, readings, practical exercises and constant feedback, explore the main strategies for creating, rapidly testing and iteratively improving innovative ideas, learn how to understand your customer needs and create scalable business models.

On Campus: Improve and practice
9 – 10 Nov 2020, 2 full days on campus
Join us on campus for an unforgettable two-day Berlin experience. Gain further insights from our faculty and get inspired from leading entrepreneurs. Last but not least, learn how to pitch your ideas to successful venture capitalists.

Online: Reflect on and give/receive feedback
16 – 23 Nov 2020, 1 week, 3 – 4 hours
In this one-week follow-up online phase, you reflect critically on your learning and provide constructive feedback on the performances of your peers. Back in office, review your idea with your team and try to execute it.

TOPICS INCLUDE
✓ Innovation in new and existing organizations
✓ Generating ideas & adapting them to customer needs
✓ Articulating and testing assumptions
✓ Agile and lean principles for iterative and fast development
✓ Developing scalable business models
✓ Pitching and selling ideas

KEY BENEFITS
You will learn how to think and act like an entrepreneur, how to advance new ideas inside and outside of your company, and how to turn those ideas into successful businesses. All ESMT programs are practice-oriented and create new perspectives.
LINUS DAHLANDER (PROGRAM DIRECTOR) 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 such as Academy of Management Journal, Administrative Science Quarterly, Organization Science, Research Policy, and Strategic Management Journal among others. 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 also advise participants throughout their studies. Programs are offered in both German and English.

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

Innovation Sprint is part of the cluster Managing Technology and Strategy and counts towards 4 of the 18 days necessary to receive the diploma.

**CONTACT US**

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

**ESMT**

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Join us: