

# Innovating in the Digital World

EXECUTIVE EDUCATION



London  
Business  
School

# Innovate your way through disruption

Get the tools to sustain, rekindle or inject innovation into your organisation

## Programme focus

Harness the power of creativity and create your own innovation action plan for your organisation with this online, fully tablet and phone-compatible programme.

Each firm is fighting a different battle, but every innovation challenge has a solution. Work out what you need from innovation and use your own ideas as a force for transformation.

Join a set of eclectic and ambitious leaders from all around the world in this powerful online learning journey, led by internationally-acclaimed management thinker and LBS Professor Julian Birkinshaw.

## How you learn

### Define your problem, create your solution

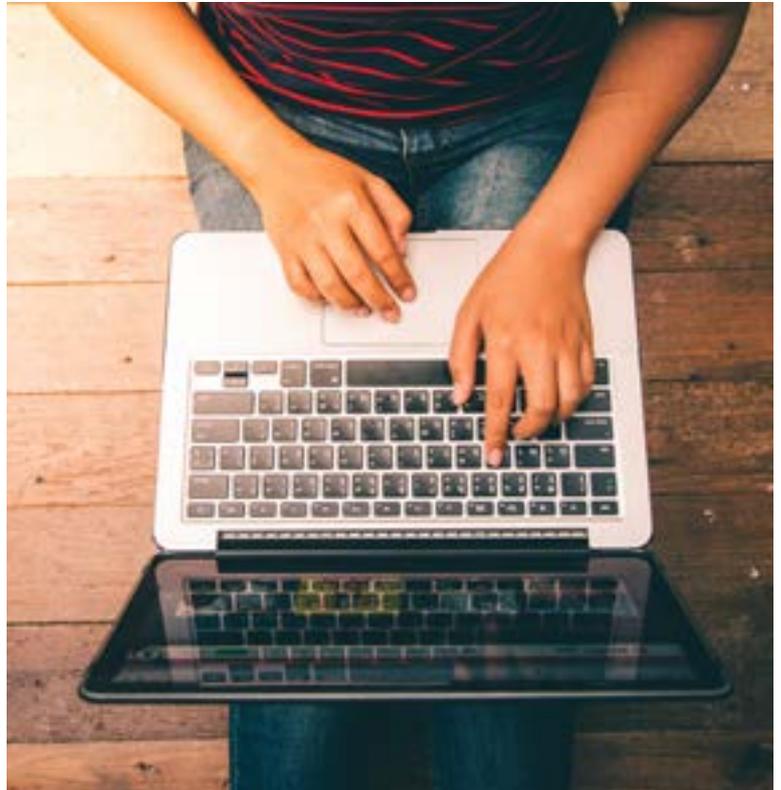
Pre-programme: Before you begin, know what you want to leave with. What problem do you want to fix? Choose to focus on yourself as an individual, your team or your organisation. The programme gives you a manual to enact change immediately.

Weave innovation into your culture at work. Make it practical, and make it last. Discover how business experimentation unlocks true growth.

Do things differently. Step outside expectation and witness how the power of creativity can transcend limitations.

You work through each module at your own pace, selecting material based on your own innovation challenge.

Professor Birkinshaw will host two online webinars: one at the start of the online programme and one before completion. Business experts, professional coaches and your peers support and guide your journey.



## Programme details

START DATE  
13 October 2020

PROGRAMME FEES  
£1,500 (\$1,900)\*  
Flexible payment available

DURATION  
5 weeks, online  
4-5 hours/week

\*GST applicable to Singapore residents.

**“Innovating in the Digital World is an excellent programme and provides you with a new lens to see the issues, innovative tools & techniques which are more relevant and helpful even when you have to build resilience and respond quickly - the highest priority for my organisation.”**

**Dr. Uttam Kumar** (India), Senior Director of Engineering, Rakuten

# What you learn

This programme is practical to the core. Your own innovation challenge forms the bedrock of learning.

## Module 1 | The innovation imperative

- Understand why innovation is so important in today's digital world through four key principles that will be themes we follow throughout the programme.

## Module 2 | Defining your innovation challenge

- Think about the internal barriers to innovation in your company and the threat and opportunity of digital disruption. Determine the innovation challenge on which you will work.

## Module 3 | Generating ideas

- Gain a toolbox of techniques to help you and your team become frequently more creative.

## Module 4 | Structures and techniques for developing ideas

- Learn how to follow a process and build a concrete plan for any new project, so it is easier to get support.

## Module 5 | Making it happen

- Think about how to move your plan forward by getting support for your idea and enabling others to become more effective.

**“Due to the world’s current situation, high-quality online programmes like this suddenly become more valuable than ever before. It is a great thing that you can earn a certificate from such a prestigious University from the comfort and safety of your own home. That is truly priceless for me.”**

Alejandro Bolaños-Zeledón (Costa Rica), Marketing, Communications & Digital Strategy Consultant, SKR Comunicacion

# Company examples

amazon



P&G

BARCLAYS

Uber

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# Is it right for me?

This programme is designed for functional managers and executives who are tasked with igniting innovation within their organisation or need to solve a major challenge in a creative way. Those who will benefit include:

- **Senior executives leading business units** or companies who want to induce a culture of innovation within their teams
- **Functional managers** who oversee an internal function such as product development, marketing, or operations and want to systematise a process for innovation
- **Founders/Entrepreneurs** who want to solve a particularly vexing challenge they face as a newer or less-resourced enterprise
- **Consultants** who want to learn a proven methodology for building innovation capabilities into their clients' organisation

## Do you

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- Worry about digital competitors?
- Want to understand how new 'agile' methods are useful, and try them out?
- Want to experiment with the business models of innovators like Amazon?
- Need to instigate dramatic improvements in efficiency and quality?
- Work with risk-averse individuals who hold back a culture of innovation?

This programme covers the full spectrum of concepts and techniques you need to ignite innovation in any kind of organisation.

## Benefits of the programme

### Benefits to you

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- Work out why innovation is important to you and your organisation right now. Learn the basic principles of innovation.
- Define your own innovation challenge. Identify the game you are playing and frame it in the right way.
- Explore possible futures. Hone your innate creativity with techniques to release your own bravery and insight.
- Take your concept forward. Get support from key people at your firm by building the right plan.
- Know how to use business experimentation to turn all your ideas into long-term reality.

### Benefits to your organisation

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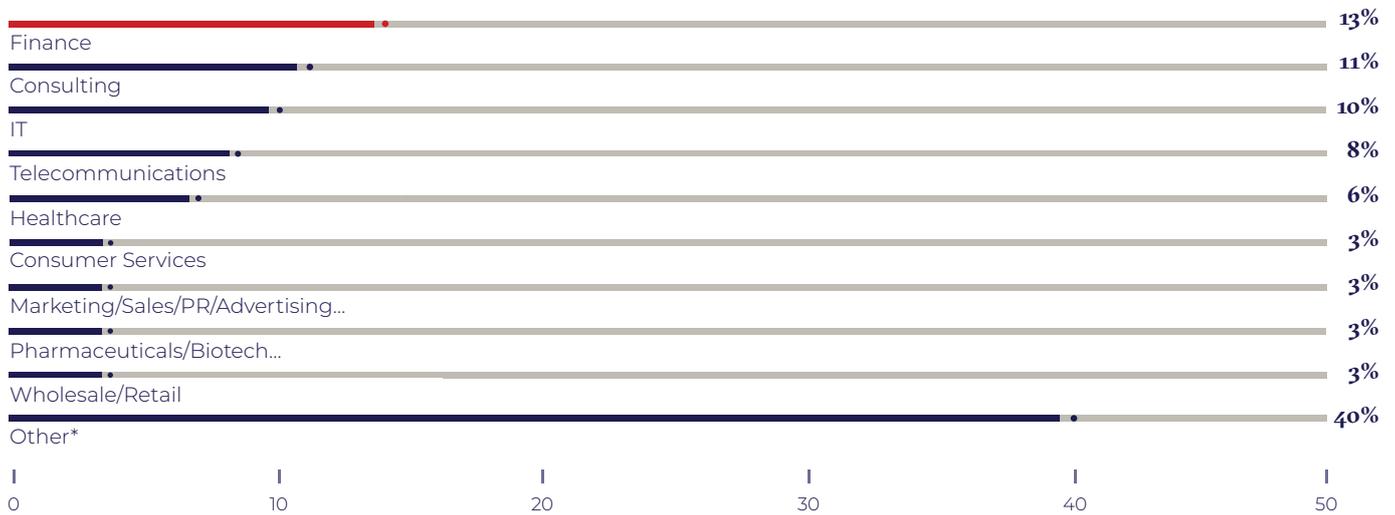
- Latest research from our world class faculty and regular feedback from learning coaches allows your executives to embed their business challenge solution back into the workplace.
- Gain an executive who can work closely with other senior leaders to transform your company.
- Exploit a whole new market and protect your current one at the same time.
- Keep on the pulse of new customer groups and digital behaviours.
- Allow sustainable innovation to become an integral part of your business.



# Who attends

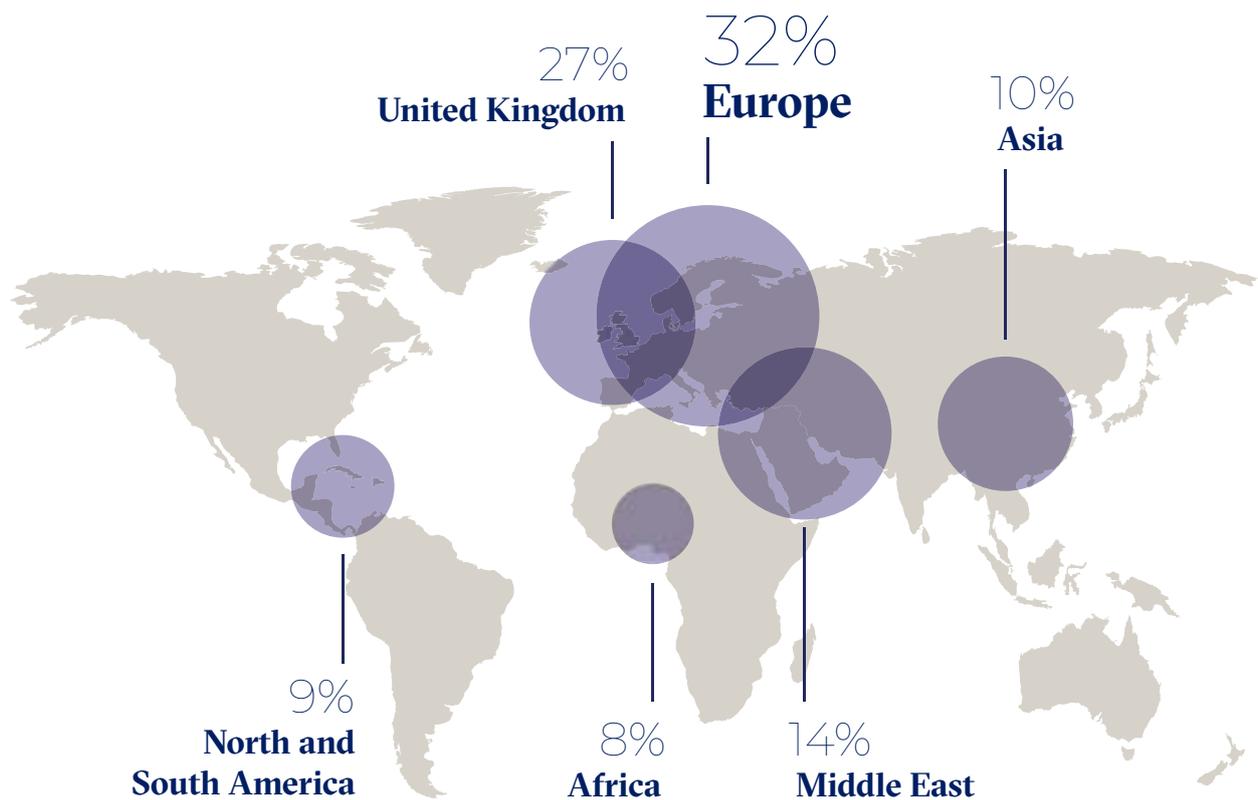
The programme is for senior executives in charge of a large business unit, product managers, directors of strategy, or anyone managing a difficult internal process.

## Representative industries include



\*Others include E-commerce, Energy, Fast Moving Consumer Goods, Industrial Goods, Real Estate and many more.

## Representative regions include



# A world expert on innovation and disruption



## Julian Birkinshaw

**Professor of Strategy and Entrepreneurship;  
Academic Director of the Institute of Innovation and Entrepreneurship;  
Deputy Dean (Executive Education)**

Learn from one of the globe's top 50 thinkers in the field of Management. Professor Birkinshaw is a leading authority on disruption and renewal in established firms, consulting to the world's top executives. His combination of academic prowess and real-world experience as a world-class consultant and practitioner will give you unparalleled insight into the world of innovation and disruption.

Professor Julian Birkinshaw was ranked 46th in the 2017 Thinkers 50 list of the top global management thinkers. His main area of expertise is in the strategy and organisation of large corporations, and specifically such issues as innovation, corporate entrepreneurship, strategic agility and headquarters-subsidiary relationships.

He is a Fellow of: the British Academy, the Academy of Social Sciences and the Academy of International Business. He has been awarded Honorary Doctorate degrees by the Stockholm School of Economics (2009) and Copenhagen Business School (2018).

Professor Birkinshaw is the author of 15 books, including *Fast/Forward*, *Becoming a Better Boss*, *Reinventing Management* and *Giant Steps in Management*, and more than 90 articles in journals such as *Strategic Management Journal*, *Academy of Management Journal*, *Harvard Business Review* and *Sloan Management Review*.

Professor Birkinshaw speaks at business conferences in the UK, Europe, North America and Australia. He is regularly quoted in international media outlets, including CNN, the BBC, The Economist, The Wall Street Journal, Huffington Post, Businessweek and The Times.

**“Embracing innovation and mastering new digital technologies is no longer seen as a competitive advantage for businesses, but a vital component for sustainability and existence.”**

**Professor Julian Birkinshaw**



## Certificate

Upon successful completion of the programme, you'll earn a digital certificate of completion from London Business School.



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## About London Business School

London Business School's vision is to have a profound impact on the way the world does business, and the way business impacts the world. The School is consistently ranked in the top 10 business schools globally, seeking ambitious, curious professionals driven to define their own success.

As well as its highly ranked degree programmes, the School offers award-winning executive education programmes to business leaders from around the world.

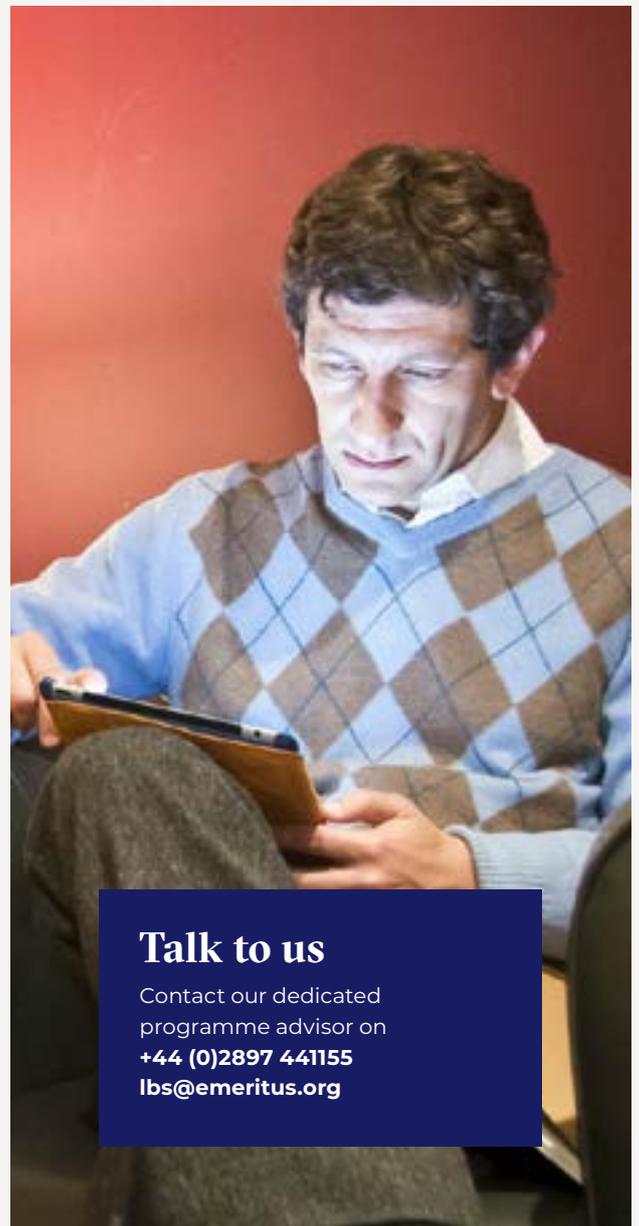
With a presence in five international cities – London, New York, Hong Kong, Shanghai and Dubai – the School is well positioned to equip students from more than 130 countries with the tools needed to operate in today's business environment. The School has more than 40,000 alumni, from over 150 countries, which provide a wealth of knowledge, business experience and worldwide networking opportunities.

London Business School's 157 academics come from 27 countries and cover seven subject areas: accounting; economics; finance; management science and operations; marketing; organisational behaviour; and strategy and entrepreneurship.

## Programme collaborator



London Business School is collaborating with Emeritus to deliver this online programme. Emeritus handles the registration process and will answer any questions you have about the programme, and whether it's right for you. More than 30,000 participants from 150+ countries have signed up for Emeritus' online programmes in the last year.



### Talk to us

Contact our dedicated programme advisor on  
**+44 (0)2897 441155**  
**lbs@emeritus.org**