A four week self-directed online program to help you create a culture that nurtures business-building innovation

Forward-thinking firms understand that innovation is too important to be left to chance. Yet many organizations don’t understand the art and science of applying innovation as a practical and systematic business strategy.

In this program, you will discover how to be more productive and to increase your level of innovation. You will understand how organizational elements interact in ways that can enhance the generation, growth and implementation of new ideas—and how to overcome the organizational, interpersonal and competitive forces that can stifle innovation.

The Bottom Line Value to You and Your Organization
You’ll learn ideas and techniques you can apply right away, including:
- Proven methods for generating, assessing and implementing ideas in your organization
- How to overcome the barriers to innovation
- Strategies for building a culture that makes innovation an everyday part of your organization

“Your Instructor”

David Owens, PhD
Professor for the Practice of Management and Innovation, Vanderbilt Owen Graduate School of Management

David Owens is a Professor of Management and Innovation at the Owen Graduate School of Management with a Joint Appointment in the Department of Engineering Management at Vanderbilt University. He has CEO experience in the consumer electronics industry and design and consulting experience in industries including education, aerospace, toy, computer, performing and fine-arts, and medical among others. He works as consultant, educator, and board member with firms seeking to improve their ability to generate ideas, choose the best ones, and then to implement them. His research has been featured in the New York Times, the Wall Street Journal, the London Guardian and NPR’s Marketplace.

“Our Instructor”

“Program content and faculty subject to change; check website for details.

“This class gives you tools to create positive change in your organization. It is well worth the investment.”

“Professor Owens provides great teaching on how to be innovative in all areas of business and how to apply those ideas in a time efficient matter.”

“No matter what your profession, this program provides valuable tools and lessons you can apply to your everyday work.”
### Week 1
- Introduction: Context & Definition of Innovation
- Creative Process: Role of the Individual

### Week 2
- Creative Process: Group Dynamics
- Change in Organizations

### Week 3
- Effects of Innovation on Industry
- Tradition, Risk and Societal Change

### Week 4
- Brainstorming Exercise
- Leading Innovation

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**Program Format:**
This program combines tools for self-directed learning with live support from a Vanderbilt faculty member for a truly integrated and convenient way to complete a Vanderbilt program. The program will require approximately 2-3 hours of coursework per week with an additional 1-2 optional hours each Friday for live office hours with David Owens.

**Self-directed learning tools (applied weekly on your own schedule):**
- Modules of on-demand video with integrated quizzes
- Recommended reading
- Diagnostic assessment on ability to apply innovation in your work environment, graded by the professor

**Office hours (available weekly for two hours on Friday):**
- Live interaction with professor to discuss the week’s videos
- Time for question submissions and realtime answers for the group
- Bonus summaries of program content and suggestions on ways to apply innovation

**Who Should Attend:**
- Senior executives
- Small business owners
- Entrepreneurs
- Technology managers
- Project managers
- Managers of all levels
- Rising supervisors
- Teams of managers or executives

**Cost**
$300
Cost includes tuition, online access to instructional materials, textbook and professor feedback.

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**About the Vanderbilt Executive Development Institute**
The Vanderbilt Executive Development Institute at the Owen Graduate School of Management offers proven and practical programs to help individuals and organizations refresh, engage and strengthen management expertise. Open Enrollment Programs for individuals are short, highly focused programs in areas of Leadership, Management and Strategy. Custom Programs for organizations are custom-built and are uniquely tailored to help each client tackle a specific organizational need or to achieve its developmental goals for established and emerging leaders.

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**Vanderbilt Owen Graduate School of Management**
Vanderbilt Owen Graduate School of Management is ranked as a top institution by *BusinessWeek*, the *Wall Street Journal*, *U.S. News & World Report*, *Financial Times* and *Forbes*.

Visit our website for more information regarding programs and schedules, faculty biographies, online registration and maps and directions.

*Scan this code to view upcoming programs and dates.*