

INNOVATING IN EXISTING MARKETS: REVIVING MATURE PRODUCTS AND SERVICES



WHEN

May 20 – 21, 2024
Oct 15 – 16, 2024

PRICE

\$4,500

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

There is considerable buzz around disruptive, revolutionary innovation—we're constantly told we need to do more of it, in every part of our business. But the truth is, most innovation in most companies is focused on mature products in mature markets. What do you do when you have an existing product in an existing market that is being challenged? How do you revive those products and restart growth? This new program is designed to help you innovate around your existing products to make them more compelling, useful, and valuable.

Through lectures, case studies, hands-on activities, and an innovation simulation, you'll learn a set of tried-and-true tools and techniques for mastering this approach to innovation. Integrated with this approach is MIT's unique Distributed Leadership Model—an impactful leadership framework based on four capabilities that support leaders who need to be creative and adaptive in new and unexpected ways. This model will help you deliver value-creating innovation and leverage the leadership capacity that exists throughout your organization.

Please visit our website for the most current information.

executive.mit.edu/iem

FACULTY*



David
Robertson



Wanda
Orlikowski

**Please note, faculty may be subject to change.*

TAKEAWAYS

This interactive program will give participants:

- A set of tried-and-true tools and techniques for mastering new approaches to innovation
- A structured framework for applying those tools and techniques
- An orientation to leadership that emphasizes flexible and distributed leadership
- Recommendations on changes in roles, processes, structure, and metrics to enable successful innovation

WHO SHOULD ATTEND

This program has been developed for executives seeking to improve their creative problem-solving skills and deliver value-creating innovation in their organizations.

This program is applicable to:

- CEOs
- Presidents
- COOs
- Executive VPs
- VPs of marketing and business development
- Heads of R&D, engineering, manufacturing, and IT
- Chief technologists
- Corporate planners and strategists
- Other senior managers with leadership responsibility



“Sometimes disruption is not the answer.”

—David Robertson

CONTACT INFORMATION

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