LEADERSHIP BY DESIGN:

INNOVATION PROCESS AND CULTURE

WHEN

Jun 20–21, 2024
Oct 17–18, 2024

PRICE

$4,500

WHERE

Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

This program introduces executives to effective design leadership, demonstrating how it positively affects every facet of a product or service by encouraging and guiding innovation, empathy, execution, and delivery. Drawing on the resources of MIT's Integrated Design & Management curriculum and its new Integrated Design Lab (ID Lab), the course combines intuitive methods taught in the world's best design schools with the systematic, analytical methods for which MIT is world renowned. You will learn how to enable an action-based organizational culture in which empathy is generated, trial and error is encouraged, and failure is celebrated as a source of learning—resulting in successful innovation. You also will learn both strategic and hands-on techniques for structured exploration through prototyping. By applying a design-centered approach to leadership, you will be able to conceive of radically innovative solutions to multifaceted problems, create a vision that gets buy-in from senior management and colleagues, and create solutions that people love both emotionally and intellectually.

Please visit our website for the most current information.

executive.mit.edu/des

MIT MANAGEMENT EXECUTIVE EDUCATION

Matthew Kressy

Please note, faculty may be subject to change.

Matt was a super teacher. I enjoyed the practical examples and also his sharing of his valuable experiences. The content was relevant to today.

OVERALL RATING
★ ★ ★ ★

– Abdul R

TAKEAWAYS

Participants and teams attending from the same organization will:

- Learn a shared process for solving hard-to-define problems
- Engage in both a hands-on and analytical approach to problem solving through robust design process
- Explore and practice the skill of empathy in understanding the needs and desires of consumers
- Learn practical, hands-on strategies for concept generation and product prototyping
- Learn how design thinking and doing can be used to provide vision and build consensus in the development of new products and services
- Acquire tools for creating a more collaborative, innovative, and less risk-averse corporate culture

Teams from the same organization that attend this course will:

- Learn how to work across functions using an integrated approach to break down silos
- Acquire new frameworks for communicating among and across divisions
- Gain a deeper understanding and credibility among peers working in different areas such as marketing, design, engineering, and more

WHO SHOULD ATTEND

This program provides a shared process for problem solving and consensus building that can be applied to many roles, organizations, and industries. Ideal participants include:

- Entrepreneurs and "intrapreneurs" seeking new solutions and products
- Executives and senior managers in leadership roles
- Product development managers and engineers
- Individuals and teams looking to creating a more experimental and less risk-averse corporate culture when they return to work
- Individuals and teams working for more "siloed" organizations and seeking integrated approaches for communication and innovation across teams

CONTACT INFORMATION

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