

# INNOVATING IN EXISTING MARKETS: REVIVING MATURE PRODUCTS AND SERVICES



## WHEN

May 15 – 16, 2025

Nov 20 – 21, 2025

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## PRICE

\$4,700

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## WHERE

Cambridge, MA

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## 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.

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**MIT**  
MANAGEMENT  
EXECUTIVE EDUCATION

## 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



*"This 2-day innovation bootcamp provides real tangible methods, examples, and frameworks to help anyone innovate in a mature market. The quality of the content, guest speakers, and professors are second to none."*

*- Chris S.*

**OVERALL RATING** | ★ ★ ★ ★ ★

## CONTACT INFORMATION

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