

ACCELERATING INNOVATION THROUGH ECOSYSTEMS SPRINT



WHEN

6 hours
Complete within 30 days

PRICE

\$1,750

WHERE

Self-Paced Online

EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

At MIT, we define innovation as the “process of taking ideas from inception to impact” – from “little i” innovation to riskier, but potentially more rewarding, “Big I” innovation. Large organizations often find the latter to be a challenge, but engaging innovation ecosystems can give you a competitive advantage.

What does “impact” mean for you and your organization? And what barriers to innovation have you encountered in your organization?

In this in-demand sprint, you’ll be able to set your own pace while exploring high-level frameworks and tools for innovation that include harnessing the power of open innovation ecosystems. Over the duration of the course, you will complete a playbook that will act as a journal of your key insights and will help you put a clear, strategic vision into practice.

Please visit our website for the most current information.

executive.mit.edu/acc

FACULTY*



Phil Budden



Fiona Murray

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

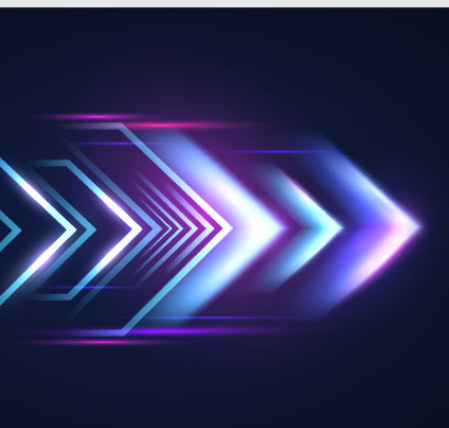
TAKEAWAYS

This program will enable you to:

- Understand the importance of innovation and how to leverage external ecosystems
- Recognize your greatest opportunities to leverage ecosystem engagement and find stakeholders that best align with your innovation efforts.
- Evaluate and explore how to engage with different ecosystem practices.
- Prepare for potential resistance to innovation.
- Learn how to apply the leadership pyramid to engage all levels of leadership in your innovation journey.

WHO SHOULD ATTEND

This Business Sprint is designed for executives in both public and private sectors, ranging from senior managers and corporate entrepreneurs to C-suite executives and future leaders. It will also be of value to entrepreneurs, regional development officers, investors, and government policymakers. Participants should be interested in encouraging corporate innovation in their organizations or regions and in engaging innovation ecosystems to do so.



"Innovation is facilitated by technology, but technology is just one part of the idea match between a problem and a solution."

– Phil Budden

CONTACT INFORMATION

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