

**University of Cambridge Judge Business School**  
**Executive Education – Innovation Programmes**  
**Making Your Organisation Innovative**  
10-15 June 2012



**UNIVERSITY OF  
CAMBRIDGE**  
Judge Business School

**Inspiring leadership** improving performance

**Executive**Education

This **five-day executive development programme** offers the opportunity for professionals to elevate innovation to become a core organisational capability across all business units, beyond the actions of one department (be it marketing, R&D, or others).

**Innovation systematically appears** among the three main priorities named by CEOs and top managers. The reasons are manifold: across different industries, markets globalise, companies merge and new players challenge the existing business models, with broader integration of technologies, and through wider collaboration networks.

During the programme the participants will understand how to properly leverage a key driver of innovation: creativity; however, creativity does not lie only with individuals but it requires many individuals to collaborate so as ideas will flow and new solutions emerge and be tested. **Innovation requires an organisation to unleash its creative capability** at the level of individuals, processes, and organisational units.



## • Topics • Benefits

### Topics

- **Unleashing innovation across the organisation.**
- **What is innovation? And what are the different types of innovation, in particular in your own organisation?** The extension of innovation beyond products and services into new business models.
- **Creativity at the heart of innovation.** Practical workshops, group work and activities enhance the learning through tools that can be easily applied once back in the work place.
- **Tools for enabling creativity.**
- **Enabling organisational idea creation** - the “innovation supply chain” and barriers to destructive innovation.
- **Selection of the right creative ideas to drive innovation through the business.** The need for effective “translation” mechanisms from goals to reality.
- **Innovation projects and action-operational principles;** fair process and innovation.
- **Executing creative ideas.** Flexible innovation processes and generating creativity in your organisation.

### Benefits

- Understand the fundamental steps of innovation: creation, combination, selection, and execution of creative ideas. Translate these principles into a diverse set of tools, processes and structures to drive a stream of innovations in the organisation.
- Understand the ‘architecture’ of innovative organisations: the necessary structures to ensure alignment between strategy, selection and execution of the creative ideas and initiatives that arise within an organisation.
- Develop a customised action plan of steps to be undertaken upon the completion of the programme and the return to the organisation, ready to apply the programme lessons.
- Learn from a combined experience of 30 years on the management of innovation by the two senior leading faculty.
- Experience, first-hand, an innovative context, as the programme takes place at the premises of one of the best science and technology universities in the world.
- Take the opportunity to feed back into your organisations a holistic perspective, with customised actions for improvement.



## • Get the best out of yourself • Develop key skills • Gain confidence • Innovate your organisation

Participants earn a certificate on completing the programme. This programme counts as two courses for those completing the Cambridge Executive Education General Management Certificate of Achievement.

### **Who Should Attend**

- Leaders wishing to drive innovation through the business
- Executives in charge of innovation (R&D Heads, CTOs)
- Mid to senior managers involved in the innovation process
- Marketing executives wishing to drive innovation through new product and market development
- Executives wishing to understand and apply the processes of creativity generation to make their organisation more innovative

## • Professor Christoph Loch • Faculty team

### Professor Christoph Loch

Director, Cambridge Judge Business School

### Professional Experience

Director of the INSEAD Israel Research Center (2008-2011) and Dean of the PhD Programme (Sep 2006-Aug 2009), INSEAD, Fontainebleau, France. Associate (client consulting team member), McKinsey & Company, San Francisco, USA, and Munich, Germany (Oct 1991-Dec 1993). Strategic Analyst (competitor and industry analyses), Siemens AG, Munich, Germany (Summers 1986-1989). Lecturer (evening MBA course on Management Science and undergraduate course in Operations Management), University of Tennessee, Knoxville, USA (Jan-Jul 1987). Non-executive Director of educational software start-up company Prendo (2000-present).

### Previous Academic Appointments

Professor Loch has been the Chairman of the Behavioral Operations Management section of INFORMS (2008-2010), Department Editor for both Management Science (R&D and Innovation department) (2004-2009) and Production and Operations Management (2003-2007), and the special issue on behavioural operations management in 2011), and Associate Editor of Management Science, (2000-2004, 2009-2011), Manufacturing and Service Operations Management (M&SOM) (2003-2011) and Operations Research (1998-2004).

### Awards & Scholarships

- Dipl.-Wirtsch.-Ing. (Darmstadt Institute of Technology),
- MBA (Univ. of Tennessee, Knoxville),
- PhD (Stanford Graduate School of Business)



### Stylianos (Stelios) Kavadias

*Edward J. Brown Jr. Associate Professor of Technology & Operations Management, Georgia Tech*

### Professional Experience

Stelios serves as an Associate Editor for Management Science's Entrepreneurship and Innovation Department, and as a Senior Editor for the Management of Technology, as well as the NPD, R&D and Project Management departments of Production and Operations Management.

Stelios teaches new product development electives at Georgia Tech in the regular and part-time MBA programmes, the Technology and Management undergraduate programme and the Global Executive MBA programme. He contributes

regularly to open enrolment and custom executive programmes on innovation and project management at the Huang Executive Education Center at Georgia Tech's College of Management, and has authored several case studies through close collaboration with major firms across multiple industries.

### Current Research

New product development and the management of technology, in particular the challenges that arise during the NPD portfolio selection decisions, and in the managerial problems that emerge during the new product co-development efforts irrespective of whether these lie within the firm (i.e. management of new product development teams) or take place across firms (technology licensing and management of co-development projects).

### Previous Academic Appointments

Prior to joining Georgia Tech in 2002 as an Assistant Professor, Stelios was a Research Associate in Technology Management at INSEAD.

### Awards & Scholarships

- Brady Family Award for Research Excellence, College of Management, Georgia Tech, 2009
- 2nd Prize, INFORMS' George B. Dantzig Dissertation Competition, 2001

*Guest speakers will also contribute to the programme.*



**Christoph H. Loch**

*Director, Cambridge Judge Business School*

*"The recognition by companies of organisational creativity and innovation as a lever for competitive advantage has been increasing. The companies that are most successful at innovation are innovating across functions; in fact, they are embedding the practice into the overall strategy of their business.*

*Collaboration within organisations is absolutely key to allow ideas to flow and new solutions to emerge and be tested. Our programme aims to give professionals an understanding of the fundamental steps of innovation and equip them with a practical action plan that will help them to become innovation champions and lead their organisations to further success."*

## • About Cambridge Judge Business School • Statistics • Innovation portfolio



### **About Cambridge Judge Business School**

Cambridge Judge Business School is internationally recognised as one of the leading providers of innovative, intellectually challenging and practical business management education across a portfolio of undergraduate, graduate and executive programmes.

As a fully integrated department of the University of Cambridge, Cambridge Judge Business School hosts one of the largest concentrations of interdisciplinary business and management research activity in Europe. Built on an ethos of collaboration, the School is a unique place where policy makers, regulators, industry leaders, not for profit organisations, entrepreneurs and academics can meet, interact and share ideas. Cambridge Judge Business School delivers business education for the 21st Century networked economy, fostering collaborative leadership skills, developing communities of partners to meet the challenges of the new global business landscape.

### **Innovation Programmes**

Other innovation programmes include:

- Service Innovation: the new business model for the digital world
- Managing Innovation Strategically
- Strategising for Innovation
- Business Model Innovation

[www.CambridgeExecEdInnovate.com](http://www.CambridgeExecEdInnovate.com)

Ranked 21st in the 2010 FT Global Rankings of business schools, 11th in the 2009 Economist Intelligence Unit Global MBA Rankings, and 3rd in the 2009 Forbes Global Rankings for one year MBA programmes, the Cambridge MBA sits alongside the very best in the world.

In addition to the MBA, Cambridge Judge Business School offers the following programmes: the Cambridge Executive MBA, the Postgraduate Diploma in Entrepreneurship, the Master of Finance, Executive Education, Vocational Masters, Undergraduate Management Studies and PhD.

### **Statistics**

Currently: over 260 MBA and PhD students; 25 MFin students; 46 EMBA students; over 200 MPhil students; over 70 undergraduate students  
Alumni: Cambridge Judge Business School's global community has over 4000 members in more than 85 countries worldwide; a truly international and dynamic network

### **Judge Business School Executive Education Ltd**

Judge Business School Executive Education Ltd (JBSEEL) is a wholly-owned subsidiary of the University of Cambridge. JBSEEL is the limited company designing, developing and delivering Executive Education from Cambridge Judge Business School at the University of Cambridge.



- **Programme duration and dates** •
- Programme fees** • **Accommodation**
- **Register** • **Contact details**

**Find Out More**

If you would like to discuss any aspect of the programme, please contact the Director of Corporate Relations, Cathy Butler, by phone on: +44 (0)1223 339644 or email: [c.butler@jbs.cam.ac.uk](mailto:c.butler@jbs.cam.ac.uk).

**Register**

You can register for this programme via our online system.  
**Early registration is recommended, as space is limited.**

**Cambridge Judge Business School  
Executive Education**

University of Cambridge  
Trumpington Street  
Cambridge CB2 1AG  
United Kingdom  
T: +44 (0)1223 746706

[www.cambridgeexeced.com](http://www.cambridgeexeced.com)

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**Programme duration and dates**

Five days  
*10-15 June 2012.*

**Programme fees**

*£4000*  
Fees (which are exclusive of VAT) include instruction, materials, lunch and breaks, as well as a gala College dinner.

Group discounts are available.

**Accommodation**

High quality ensuite bed and breakfast accommodation is available for an additional £500.

