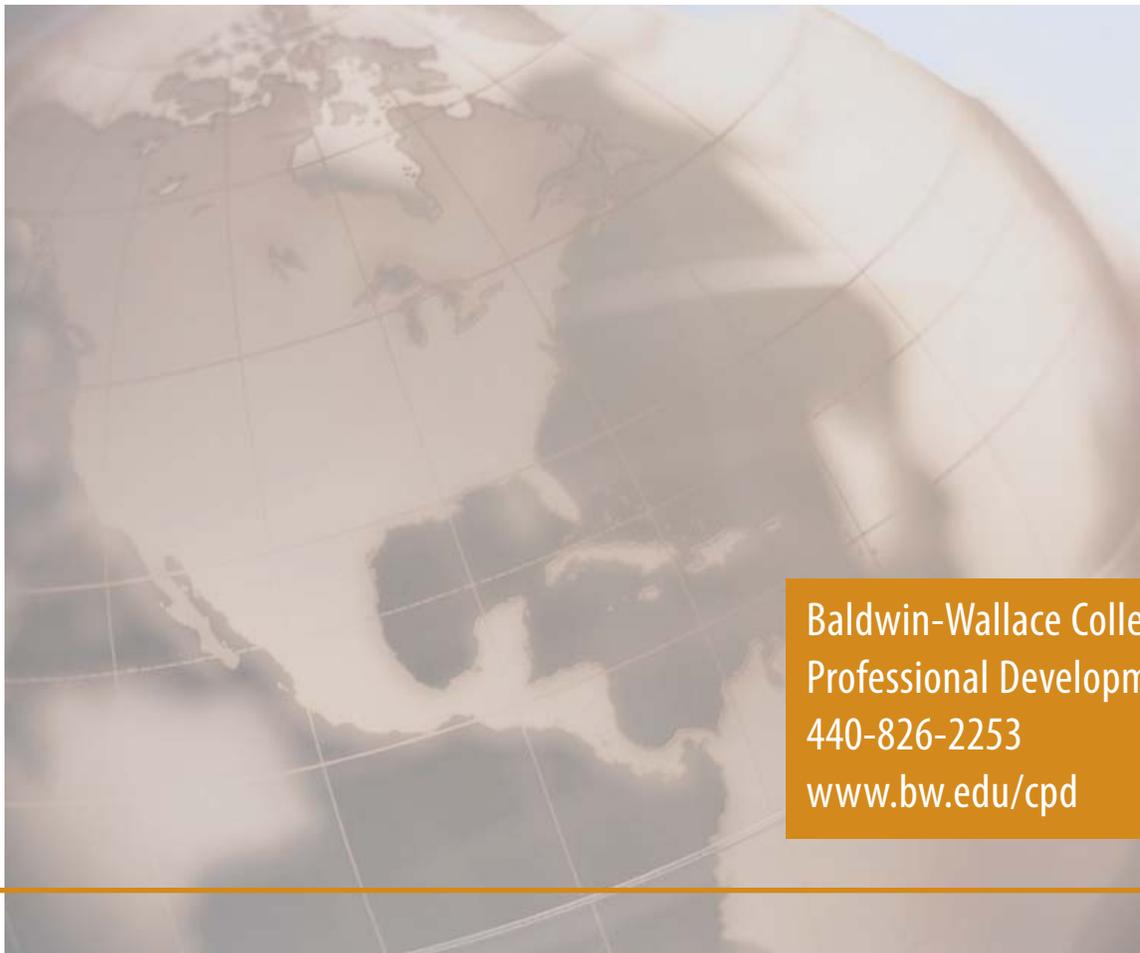


# CENTER FOR INNOVATION AND GROWTH



## LEADING AND EXECUTING INNOVATION

*cultivating an environment where innovation will flourish*



Baldwin-Wallace College  
Professional Development  
440-826-2253  
[www.bw.edu/cpd](http://www.bw.edu/cpd)

# CENTER FOR INNOVATION AND GROWTH

## LEADING AND EXECUTING INNOVATION

The benefits of a business reinventing itself in response to slow or negative growth are clear enough, but the task of innovation is among the most difficult challenges facing business leadership. The practice of innovation is more art than science, and is best learned by an exchange of knowledge and practical application.

*Leading and Executing Innovation* provides you tools to cultivate an environment where innovation will flourish, resulting in increased business results. You will experience innovation techniques from idea generation through business planning, as well as the cultural and leadership factors required for establishing a creative and risk-taking environment.

### Program Highlights

- A cohort group comprised of executives from non-competing organizations expand participant's professional network
- Community leaders are interwoven into the curriculum through keynote speeches, panel discussions, and interviews
- Innovation tools are applied during the development of a company project
- Individual action plans are created based on organizational and individual assessments

### Audience

This program is designed for leaders who are currently responsible or have potential for development of new product or new market strategies within the organization.

### Method

The program will begin in September 2007, ending with final presentations and reception in February 2008. The program includes seven sessions, meeting every 4-6 weeks for either one or two days. All sessions will be held on the Baldwin-Wallace College campus in Berea and at B-W East in Beachwood.

Project teams will be established for organizations that have a group of representatives. Executives will be required to identify a corporate champion for their project. The champion will help select the project and act as a guide/coach.



### Corporate Sponsorship

B-W seeks organizational partners who will sponsor individuals or a group. To maintain an enriching learning environment the program will not exceed 20 participants. Tuition will be \$6,750 per person to cover all expenses associated with faculty, program administration, materials and food.

# THE CURRICULUM

Program Introduction  
September 10, 2007- Evening Reception  
Location: Berea

Integrity is a Growth Market  
September 11, 2007 - 1 Day  
Location: Berea

- Understand how intangibles create wealth by managing risk, protecting a favorable reputation, promoting business development and attracting, developing and retaining talent
- Manage global teams to realize the benefits of diversity through a common ethic
- Learn what integrity means and how to align innovation and profit goals
- Define defensive and offensive strategies to risk management
- Create an action plan for developing integrity to enhance the firm's culture of character

Blue Ocean Strategy: Discovering New Ideas  
October 16-17, 2007 - 2 Days  
Location: B-W East

- Learn to visualize your business approach with a strategy canvas to help you engage more of your organization in the innovation process
- Identify and break the trade-offs between pursuing greater value or lower cost by applying the Four Actions Framework
- Look beyond the six traditional boundaries of business strategy and gain hands-on experience in applying the six paths framework to look for new market space
- Understand the importance of conducting "day in the life of" qualitative research with customers and non-customers

Converting Ideas to Profit:  
Stages to Successful Execution  
November 13-14, 2007 - 2 Days  
Location: B-W East

- Learn different innovation staging processes
- Apply feasibility analysis to corporate innovation projects
- Identify success factors in different business models
- Discover systems and tools to support execution within established companies

Creating a Culture:  
Building the Climate for Innovation  
January 15-16, 2008 - 1.5 Day  
Location: B-W East

- Understand the cultural enablers and barriers to innovation
- Participate in an assessment tool for auditing the support of innovation
- Develop a plan to increase innovation in your culture

Innovative Leadership:  
Best Practices & Failures  
February 26-27, 2008 -2 Days  
Location: Berea

- Understand the types of leadership and teams needed during each phase of new venture development
- Evaluate individual innovative strengths and weaknesses
- Create an action plan to further develop innovative leadership
- Participate in an interactive dialogue with leaders who have created start-ups, rebuilt failing ventures, and buried the unsuccessful.
- Present innovation projects to a panel of peers, faculty, and executives

Program Close  
February 27, 2008 - Evening Reception

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440-826-2253 for complete details

# LEADING AND EXECUTING INNOVATION

## THE BALDWIN-WALLACE COLLEGE ADVANTAGE

Often those who are the most innovative have had robust experiences, effective mentoring and a broad social network.

As a participant in *Executing and Leading Innovation* you will have access to B-W's business programs. B-W offers one of the largest business programs in the state providing a university range of opportunities in a small college setting.

**B-W's MBA PROGRAM.** Participants can earn MBA credit by completing the Innovation Leadership Program successfully. In addition, qualified participants can participate in seminars on topics such as Entrepreneurship and Leadership that meet once a week for three weeks or complete courses to build their expertise in interpreting financial statements.

**GLOBAL MANAGEMENT SEMINARS.** B-W leads seminars to countries such as China, Brazil and Japan annually. Participants learn first hand about innovations in other countries as well as gain insights into global business.

**GLENGARY VENTURE CATALYSTS.** Participants can enroll in a seminar on venture capital and learn about the Glengary Venture model in detail.

**CENTER FOR INNOVATION AND GROWTH.** The Center offers a range of programs and projects that provide participants with real world insights about innovation.

**KAMM LECTURES.** B-W brings leadership experts to share their perspectives on the most important issues facing business annually.

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## SKILLED FACULTY

*Leading and Executing Innovation* is developed and taught by skilled educators from Baldwin-Wallace College in combination with business executives. Here is a selection of some of our faculty involved:

Phillip S. Bessler brings over 30 years of industry experience. His background includes various management positions in industrial manufacturing businesses. He is responsible for both teaching and program development in the area of free enterprise. He has established The Business Clinic for entrepreneurs and small business owners.

Alan Kolp holds the Moll Chair in Faith & Life and is Professor of Religion. In addition to teaching classes in the area of historical and spiritual studies, Alan is co-author with Dr. Peter Rea of the new book: *Integrity is a Growth Market - Character-Based Leadership*. Alan has also held leadership positions such as Dean of Divinity School at Earlham College.

Susan Kuznik consults and teaches courses in the areas of Systems Thinking, Organizational Behavior, Strategic Planning, and Organization Redesign. Her primary consulting areas involve entrepreneurial orientation, strategic management, and leadership. Currently, she is researching how organizations employ strategy and structure to become more innovative and competitive.

Deborah Mills-Scofield is an Advisory Partner with Glengary LLC, and has her own consultancy helping organizations create and implement measurable strategic plans for sustainable profit growth. She has over 20 years experience in strategic planning and implementation with various manufacturing, service, and high-technology companies.

Peter Rea is the Burton D. Morgan Chair for Entrepreneurial Studies at Baldwin-Wallace College. He provided leadership to create, launch and operate the College's Center for Innovation and Growth. His primary teaching and consulting areas include strategic planning, marketing strategy, entrepreneurship and business ethics.

Ralph Trombetta, Managing Partner of Value Innovation Associates and adjunct Professor at Fordham University in NYC, has been a regular speaker in executive education around the world. He has been working with Professors Kim and Maugborgne and the concepts of Blue Ocean Strategy since the late 1990's.