THE INNOVATOR’S MINDSET: LEARNING TO INNOVATE WITHIN EXISTING AND NOVEL MARKETS

Is your organization prepared to meet the challenges of today’s dynamic and increasingly complex consumer, competitive and cultural landscape? Learn how the Innovator’s Mindset and specifically its tools, models and frameworks, can help you successfully navigate today’s turbulent business environment while simultaneously preparing your organization for the realities of tomorrow.

What do entrepreneurial thinkers do differently from others? Entrepreneurial thinkers adapt quickly to changing circumstances and turn them to their advantage. They approach problem-solving in a calculated way, applying creativity and unconventional solutions to find ways to address problems with available and, more often than not, constrained resources. Entrepreneurial thinkers are comfortable exploring multiple options and iterating ideas to make improvements. They also welcome the input and support of others to help bring their ideas to life.

Through this fully online program you will learn to apply innovation and entrepreneurial thinking skills to address strategic challenges you and your organization are facing. You will learn how to foster and support the development of a more innovative culture within your organization. You will develop your personal innovation skills and begin practicing the concepts by completing a mentored individual innovation project.

This program is designed to accommodate busy schedules and support concerns relating to COVID-19 through an accessible online delivery. Sessions are deliberately spaced to allow you to digest materials, to practice concepts and tools, and to discuss ideas with colleagues. This ensures sufficient time to apply program content to a professionally meaningful and relevant project with guided support and mentorship.

**WHO WILL BENEFIT**

You will benefit from this learning journey if you are:

- Interested in learning how to develop valuable ideas, products and/or processes;
- Want to lead an organization that is more responsive and resilient to change;
- Need to be more innovative but struggle with outdated thinking, systems and processes;
- Have great ideas but aren’t sure what to do to bring them to life.

**LEARNING OUTCOMES**

This program will help you to:

- Identify value;
- Create and deliver value;
- Communicate value in a compelling way.

**LEARNING OBJECTIVES**

Upon completing this program, you will:

- Develop an entrepreneurial mindset and build the capacity to identify opportunities and develop the innovative solutions necessary to pursue valuable opportunities;
- Learn how embracing uncertainty and mitigating risk are the keys to the realization and delivery of novel sources of value;
- Complete a mentored individual innovation project that is both personally and organizationally relevant and valuable;
- Learn how to foster and support a culture of innovation within your team and organization.

**Program Delivery:** Online

**Commitment:** 21 hours

**Investment:** $1,550

*Program schedule and content is subject to change. Please visit haskayneexeced.ca for the most up-to-date program information.*
LEARNING JOURNEY

PROGRAM LAUNCH WEBINAR
Program overview; Introduction to online environment; Innovation Project launch

LIVE SESSION 1
Innovation and Organizational Strategy; Empathy Mapping; Business Model Innovation

1:1 INNOVATION PROJECT MENTORSHIP
1:1 Coaching

LIVE SESSION 3:
Innovation Project Presentations

ONLINE MODULE 1
The need for better ideation

ONLINE MODULE 2
Clearing the path to innovation

LIVE SESSION 2
Rapid Prototyping; Developing an Effective Narrative

CLOSING WEBINAR
Implementation of ideas in a new landscape

MENTORED INDIVIDUAL INNOVATION PROJECT
PROGRAM INVESTMENT

Program investment is $1,550 per participant and includes the following:

• Virtual program launch and orientation to the virtual learning platform;
• Two live webinars;
• Two online, self-paced learning modules;
• Two live, online interactive sessions;
• One individual innovation project mentoring clinic;
• All program materials, simulations, and copyrights.

Organizations that enrol multiple participants in the program may receive a program discount, along with the added benefit of disrupting ‘siloued thinking’ by embedding the tenets of entrepreneurial thinking across organizational departments and business functions.

GRANT FUNDING

By registering for this program, your organization could be eligible to receive the Canada Alberta Job Grant which will cover up to 2/3 of the program costs. The funding model for this program is an initial investment of $1,550. The government will reimburse approximately $1,035 of that investment, making the final investment approximately $515.

An Executive Education team member will be able to assist with the grant application process.

For more information visit:
execed@haskayne.ucalgary.ca
FACULTY

Dr. Derek Hassay, Adjunct Professor, Haskayne School of Business

Dr. Derek Hassay is an award-winning instructor and active small business and corporate advisor. Derek has been one of the driving forces behind the University of Calgary's Entrepreneurial Thinking programs and strategies at the university for the past decade. Dr. Hassay’s passion for Entrepreneurial Thinking and engaging presentation style has made him a sought-after speaker at companies and organizations in both Canada and the United States. Dr. Hassay was the first professor to be awarded the RBC Teaching Professor of Entrepreneurial Thinking title.