



Open Programs

Corporate & Digital Transformation

Winning with Innovation Program

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WHU – Otto Beisheim
School of Management
Executive Education

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Power your future growth through innovation

In today's complex digital world, innovation is key to staying relevant to customers and keeping ahead of the competition. The Winning with Innovation Program will equip you with insights, skills, and tools to generate game changing innovation and create an innovation powerhouse. Be a leader in a digital, disruptive environment and power your future growth!

Competitive disruption, disintermediation, shrinking product life cycles, and constantly changing customer needs and expectations: most businesses are currently facing serious challenges. To survive – let alone thrive – you need to accelerate and sustain innovation and seize the opportunities for innovation emerging from big data, advanced analytics, and Artificial Intelligence (AI).

The Winning with Innovation Program equips professionals with the best practice guidelines and tools they need to meet disruptive challenges and initiate and lead innovation-driven organizational transformation. This immersive, practical program offers a systematic blueprint for morphing technological and business opportunities into actual breakthrough innovations. By exposing the participants to the latest insights across several disciplines – including strategy, innovation economics, leadership, operations and supply chain, design thinking, and behavioral psychology – the Winning with Innovation program prepares participants become effective innovation champions in different functional, organizational, industrial and competitive environments.

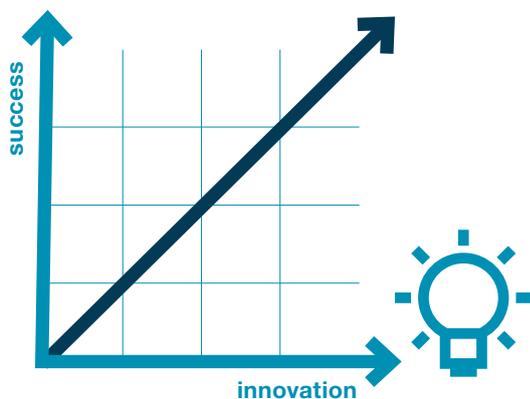


The program prepares participants to master the challenges of innovation

During the program, participants will experience learning in different formats: lectures, group work, case studies, and simulations. Renowned WHU faculty members will share the latest research results and practical tools and encourage participants to exchange experiences and ideas with peers.

You will learn to leverage your organizational talent and resources, (digital) customer interactions, and supply chain relations in order to create an enduring innovation powerhouse. To understand the complexity of innovation and change, you will deep-dive into innovation culture and its various leadership styles. Further, you will learn how to use agile methods and creativity for innovation.

Participants will gain extensive insights into using emerging technologies for innovation and learn how to master operational excellence for innovation. Finally, innovation is all about dynamics and speed: after participating in this program, you will have gained the tools to drive innovation to the market at a start-up like pace.



Innovative companies are financially more successful than less innovative companies in terms of return on sales

Source: Innovationserfolgspanel (IeP), Professor Dr. Holger Ernst

Short Facts



Location:

WHU Campus Düsseldorf



Format & Dates:

3 days, detailed information online



Language:

English



Certificate:

WHU Executive Education Certificate



Fees:

€ 3,450 including tuition, session materials, case studies and most meals, excluding accommodation/travel.

Special fees available online.



Application:

ee.whu.edu/wip



Participant Profile:

This program is ideal for professionals from various backgrounds who are looking to expand their ability to

- > foster and drive innovation
- > ignite creative talent
- > recognize, attain, and exploit smart ideas from outside the organization
- > better understand and serve customer needs, accelerating the time from idea to market
- > embed AI, big data, and digital tools within the heart of the innovation process
- > initiate and lead innovation-driven organizational transformation

“Companies with excellent innovation management grow faster and have higher contribution to their profit than companies with poor innovation management.”



Professor Dr. Holger Ernst, Chair for Technology and Innovation Management at WHU

Your personal benefits

- › **Learn** why most companies struggle with innovation, why most innovations fail, and how breakthrough innovations really happen in leading companies
- › **Understand** how to make a compelling case for innovation, and lead innovation in your organization
- › **Develop** the skills to unleash your creativity, inspire passion for innovation, and build a vibrant innovation culture
- › **Gain** insights into design thinking, rapid prototyping, agile implementation, and other start-up like approaches to innovation
- › **Master** the use of big data and analytics in order to accelerate your company's innovation engine and boost customer value

Your company's benefits

- › **Recognize** and capture emerging business opportunities more effectively, and manage (breakthrough) innovation projects with greater speed, efficiency, and success
- › **Build** sustained capacity and a culture of innovation; design appropriate reward systems and career paths across different units and functions; develop the leadership imperatives for innovation-powered growth
- › **Bring** agility, digital analytics, and flexibility into your company
- › **Develop** and harness dynamic and visionary leaders who relentlessly champion innovation and seek long-term growth platforms

3 days to foster and drive innovation

Timetable

Day 1	Day 2	Day 3
Düsseldorf WHU Campus	Düsseldorf WHU Campus	Düsseldorf WHU Campus
Morning Session	Morning Session	Morning Session
<ul style="list-style-type: none"> Why innovation is a challenge and why most innovations fail 	<ul style="list-style-type: none"> Leadership imperatives for innovation Cultivating innovation culture 	<ul style="list-style-type: none"> Mastering big data/analytics/machine learning for innovation
Lunch & Networking Break	Lunch & Networking Break	Lunch & Networking Break
Afternoon Session #1	Afternoon Session #1	Afternoon Session #1
<ul style="list-style-type: none"> How innovation happens in leading companies 	<ul style="list-style-type: none"> Mastering design thinking for innovation 	<ul style="list-style-type: none"> Mastering operational excellence for innovation
Afternoon Session #2	Afternoon Session #2	Afternoon Session #2
<ul style="list-style-type: none"> How innovation happens in leading companies 	<ul style="list-style-type: none"> Mastering creativity and innovation skills 	<ul style="list-style-type: none"> Wrap-up
Get-together		

Timetable, faculty, and speakers are subject to change.

Faculty

Faculty Director:

- **Professor Dr. Serden Ozcan**, Associate Dean for Corporate Connections, Otto Beisheim Endowed Chair of Innovation and Corporate Transformation at WHU

Faculty:

- **Professor Dr. Holger Ernst**, Chair for Technology and Innovation Management at WHU
- **Professor Dr. Stefan Spinler**, Director of the Kühne Institute for Logistics Management at WHU
- **Professor Dr. Arnd Huchzermeier**, Chair of Production Management and Director of the Center for Collaborative Commerce at WHU
- **Professor Dr. Dries Faems**, Chair of Entrepreneurship, Innovation and Technological Transformation at WHU

For more information regarding the faculty visit our website: ee.whu.edu/wip



About WHU

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed Business School based in Vallendar and Düsseldorf. Founded in 1984, WHU is now one of the most renowned German Business Schools with an exceptional national and international reputation.

WHU Executive Education participants profit from high-quality programs for managers, high-potentials, and (senior) executives – all of them representing the leading minds of today and tomorrow:

Leading Leading Minds.

Both Open Enrollment and Customized Programs enable executives to achieve their professional goals and improve their company's strategy by giving them deep insights into current global economic developments, by providing practice-oriented knowledge, and by offering excellent networking opportunities.

More information: ee.whu.edu

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