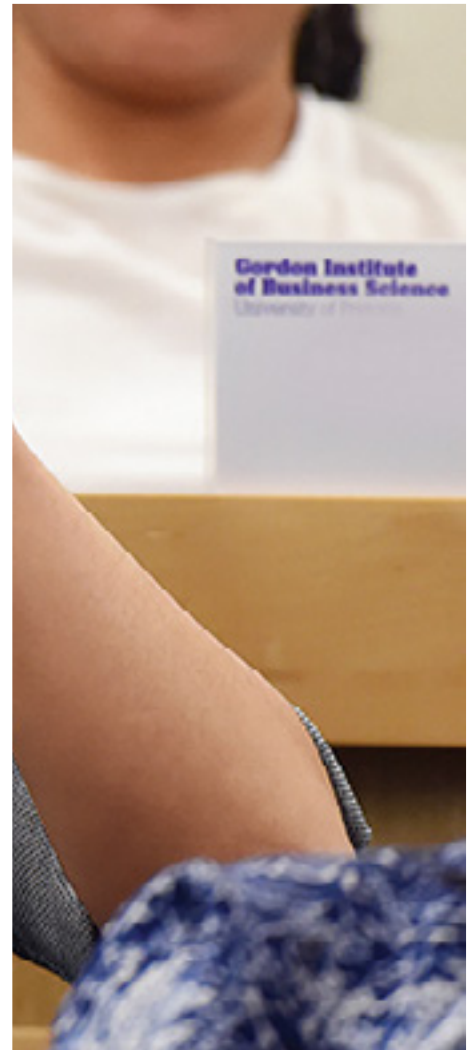


EXECUTIVE EDUCATION > DIGITISATION & INNOVATION



# Innovation Masterclass

Advance the way you think about innovation and use your creativity to generate winning ideas.



**15 - 17 May 2019**


ALSO AVAILABLE AS AN IN-HOUSE PROGRAMME

**Gordon Institute  
of Business Science**  
University of Pretoria


Learn how to access creativity ideal to unlock meaningful ideas, build and sustain a culture of innovation readiness within your organisation. Whether it is incremental innovation, process innovation, service innovation, business model innovation, or any other type of innovation, this programme will assist you to create and sustain winning conditions for innovation and implementation through all the stages, from idea generation to bottom-line results.

## Course info

 **FACULTY > Brad Shorkend** is a serial entrepreneur; his career began in architecture, however, he has successfully diversified into numerous sectors, such as technology, telecoms, real estate, retail, beauty & fashion, where he walks his talk as a leader and innovator. He holds numerous qualifications as a facilitator and coach and is adjunct faculty at GIBS.

 **FEE > R 15 900** (includes tuition, instruction material, lunches and refreshments and is VAT exempt).

 **DURATION > Three days**

 **DATES > 15 – 17 May 2019**

### Key focus areas:

- > Understand the world of business and how we need to be responding innovatively;
- > Define the role of the leader as an innovation architect;
- > Clarify the human need state and links to innovation;
- > Understand why are certain companies considered to be innovative;
- > Improve on empathy, language and a mind-set for innovation;
- > Entrench 'bottom-up' innovation in big organisations;
- > Create highly innovative teams and learn how to reframe problems; and
- > Future skills and their link to innovation readiness.

### Who should attend?

The course assumes that you have a role at a regular management level, as opposed to a specialised innovation job; which includes:

- > Executives and managers challenged with making with making innovation a reality in their organisations;

- > Anyone who requires their organisation to have a more innovative culture;
- > Anyone considering starting their own business and wanting to create an innovate ready organisation from the outset.

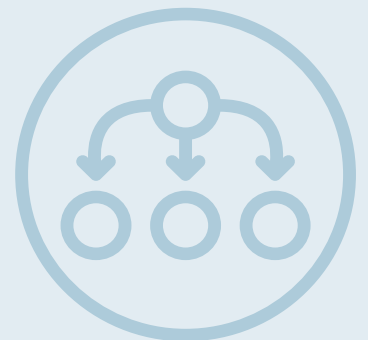
### How you will benefit:

At the end of the programme, you will be able to:

- > Drive innovation in your team, department or company;
- > Formulate an innovation strategy;
- > Establish a process for innovation in a department or company;
- > Define good criteria for idea filtering;
- > Understand how to change people's behavior and motivate creative action; and
- > Understand the most important trends and theories in the innovation industry, such as crowd sourcing, open innovation, rapid prototyping, ethnographic studies, choice architecture, social engineering and human factors design.

### Course content and methodology:

The programme is very hands on; it is not a theory-intensive course, but has a strong practical focus. In addition, there is a **pre-reading** component, so that by the end of the course, you feel that you have covered some of the most important authors and current trends in the field.



 For enquiries call **+27 (0)11 771 4302** or email [hlapolosat@gibs.co.za](mailto:hlapolosat@gibs.co.za)

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site illovo Hotel.

