



EXCELLENCE IN INNOVATION

Organizations that are able to build innovative cultures and thinking far outpace their industry peers. "Leading Innovative Change" drives customer insight and the translation of those insights into concrete ideas for new approaches, products and services while powerful and flexible frameworks support prioritization and execution.

BERKELEY FACULTY



SARA BECKMAN

Chief Learning Officer, College of Engineering, Earl F. Cheit Faculty Fellow, Haas School of Business

Former Director of Product Generation Change Management Team at Hewlett Packard, Organizational Learning Champion for HPLabs.

Received four Earl F. Cheit Awards for Excellence in Teaching



JEROME ENGEL

Founding Executive Director Emeritus of the Lester Center for Entrepreneurship

Former Partner-in-Charge and Director of Entrepreneurial Services Group in the Bay Area for Ernst & Young

Received the 2010 Lifetime of Educational Innovation Award



DAVID RIEMER

Executive-in-Residence and Institute for Business Innovation at the Haas School of Business

Former VP Marketing at Yahoo! where he led marketing efforts across all of their major product lines

Founder of Box Out Industries and Co-Founder of Spiral Staircase



HENRY CHESBROUGH

Faculty Director of Garwood Center for Corporate Innovation and the Center for Open Innovation

Known as the "Father of Open Innovation" from his work in the space

Scientific American's "Top 50 Innovation Leaders" and Harvard Business Review's "Top 50 Most Influential Management Gurus"



JENNIFER CHATMAN

Paul J. Cortese Distinguished Professor of Management & Chair of Haas Management of Organizations Group

Consultant to industry-leaders like Coca-Cola, Intel, & ConocoPhillips

Accenture Award for her work in "Leading by Leveraging Culture" and the Earl F. Cheit Award for Excellence in Teaching



ABOUT EXECONLINE

ExecOnline's mission is to provide every executive at the world's great companies with access to superb development opportunities.

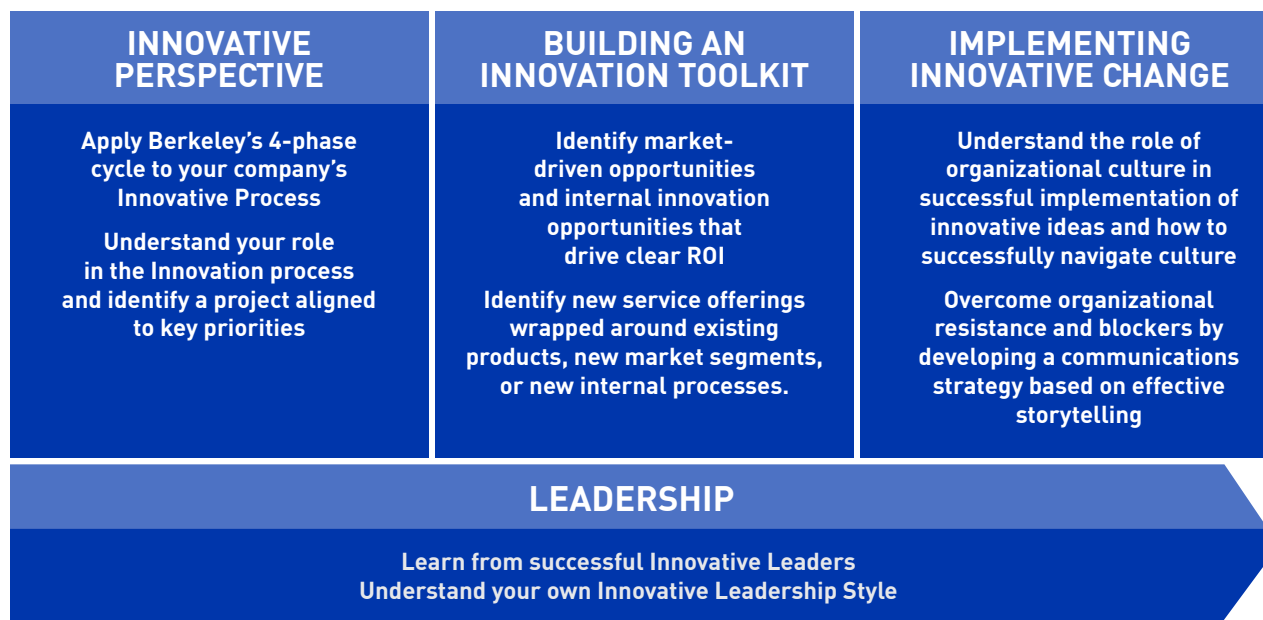
We allow companies to combine the quality and engagement of in-person development with the scale, integration and measurability of online development.

To learn more about other ExecOnline programs and school partnerships on our website www.execonline.com



LEADING INNOVATIVE CHANGE

Organizations that are able to build innovative cultures and thinking far outpace their industry peers. "Leading Innovative Change" drives customer insight and the translation of those insights into concrete ideas for new approaches, products and services while powerful and flexible frameworks support prioritization and execution.



For the first time, a cross-industry group of leading companies has partnered with a top business school to develop an invitation-only virtual program for select executives driving innovative change.

Certificate from top-10 business school: Receive an elite credential from an institution focused on innovation and professors driving thought leadership in Silicon Valley.

Be a change agent: Develop a specific innovation opportunity and take it through implementation by understanding how to navigate your company's structural and organizational barriers.

Expand your network: Broaden and deepen your global perspective through collaborative group work with a cadre of high-potential and high-performing senior executives.

Reasonable and flexible time commitment: Lecture content is on-demand and delivered through a flexible and engaging online platform so executives can plan around their busy schedules.

PROGRAM STRUCTURE

Orientation: February 20 - March 1

Course: March 2 - April 12 [6 wks]

Time Commitment: 25-30 hrs [4-5 hrs p/wk]

The program's weekly modules feature:

- 1) On-demand, HD lectures [8-10 hrs]
- 2) Professor-supported Cross-Industry Sections [3 hrs]
- 3) Facilitated Intra-Company Team Meetings [3 hrs]
- 4) Weekly assignments completed individually or with your Buddy [8-10 hrs]
- 5) Final Deliverable, which integrates your weekly assignments [3-4 hrs]
- 6) Optional Issue Forums and Office Hours provide deep-dive opportunities with coaches and professors

Your **Section** is a cross-company group of 50-60 peer executives who will meet with the professors for guided discussions and exchange of ideas.

Your **Working Team** of 6-8 executives from your company will support you in developing strategic thinking and driving your personal case, providing feedback and corporate insights.

Your **Buddy** is a fellow executive from your organization who will act as a thought partner on weekly assignments and throughout the program.

Your **Coach** is a Berkeley-trained professional who will support you and your team across a variety of platforms.

Your **Team Facilitator** is a member of the ExecOnline staff who will support your Team Meetings and provide overall assistance throughout the program.