

Innovating For Faster Growth

Becoming a Growth Leader

To rise to the challenge of innovating for growth, organizations and their leaders need to develop innovation prowess—the know-how and proficiency to innovate—that separates growth leaders from growth laggards. In this course, learners will learn how to become growth leaders and help drive their organizations forward.

Professor George Day, author of *See Sooner, Act Faster: How Vigilant Leaders Navigate Digital Turbulence*, illustrates why organizations need to get past innovation difficulties by listening to key indicators and developing both the discipline and the ability to pursue innovation-led growth and thrive in the long term.

This three-week course features:

- 30-45 minutes of learning each day
- Three, 60-minute virtual live events
- Experiential learning activities including discussion and Breakout Groups
- Expert guidance in support of group engagement and peer learning
- An Innovation Toolkit to support application in the workplace

Developed in Partnership with

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Learners will:

- Explore the growth-seeking process and outside-in approach
- Learn how to build an innovation pipeline and allocate resources effectively
- Participate in breakout groups to share learned insights, discuss how you will apply those insights to your organization, and practice activities from the course

Author



George Day

The Geoffrey T. Boisi Professor Emeritus at the Wharton School of the University of Pennsylvania and founder of the Mack Institute for Innovation Management at Wharton

Course Outline

WEEK 1

How Innovation Drives Faster Growth

- Growth Leaders Develop Innovation Discipline
- Growth-Seeking and Growth Realization
- Closing the Organic Growth Gap
- Breakout Group
- Live Event

WEEK 2

Conducting a Disciplined Search for Opportunities

- What is Full Spectrum Innovation?
- Taking the Outside-In View for Customer-Focused Solutions
- Experimenting to Validate Opportunities
- Breakout Group
- Live Event

WEEK 3

Setting Up Your Growth Engine

- Leadership Challenges
- Investing in Talent, Adopting an Outside-In Approach, and Prudent Risk-Taking
- Aligning Metrics and Incentives
- Breakout Group
- Live Event