For information including program dates and registration, please visit:
ExecEd.unh.edu

Be a Catalyst for Innovation
How Successful Innovators Lead and Win

You can dream! - Now let's do!

Everyone has an imagination – it’s part of being alive. But why are some people better than others at bringing their imagination to market, quickly and profitably? Why do some people boldly and confidently embrace the adage, “If it can be conceived, it can be created”, and others don’t? The answers relate to what happens – or doesn’t happen – when traditional-style leadership meets creative new thinking.

Successful innovators are known for bold visions, creative ideas, and high ideals. Most importantly, they accomplish their goals through fierce drive and tenacious competitive ambition – regardless of rules, corporate cultures, or management traditions. Innovation is too important – too demanding, too unforgiving, and potentially too valuable – let alone too much fun, to be left to business as usual.

These issues form the core of this program for business leaders and entrepreneurs who are willing to break with management traditions, are open to tinkering with their ideas, eager to lead others to unleash theirs, and prepared to experiment with new execution and delivery strategies. It is for the dreamer in all of us and the doer in some of us. If you can dream and you want to learn how to “do” – to lead as well as roll up your sleeves for creative new innovations – this course is for you.

University of New Hampshire
Peter T. Paul College of Business and Economics
**How Much is a Good Idea Worth?**

"Be a Catalyst for Innovation" applauds the role that innovators have played in the growth of companies, industries, and economies worldwide. Innovators and entrepreneurs do the work that matters most to long-term growth – the work of originality, creativity, and experimentation.

Innovation has always been the greatest hope for economic growth throughout history. And it always will be. The *promise* of innovation is potential solutions to some of the toughest technological, business, and social challenges of our times. New ideas are the only source of growth not subject to the laws of diminishing returns. Unlike people, machines, and physical resources which run their normal course and wear out, new ideas are bounded only by the imagination. They are a treasure trove of unbounded future opportunities.

If you are not good at predicting the future, then help invent it – through unleashing new ideas, both yours and others, and help achieve exciting and unexpected results. Learn how to reshape the sense of what is possible.

Learn the “art of possibility” – and along with it the exhilaration of managing new vistas and launching bold new innovations.

**Primary Program Objectives**

*Learn how to successfully execute “Big Ideas”*

New “Big Ideas” don't do well in pre-existing management structures and processes. Big ideas are a disruptive presence in the marketplace, and need distinctive new approaches to the workplace. These challenges require more than a “How to” approach to innovation.

As a result, this course is a “What if” course! “What if” you thought differently about how to create new products and processes, and were able to compete more boldly? “What if” you could become a force for innovation in your company and a beacon in your industry? “What if” you changed the way you see things, and the things you see change? “What if” you became a catalyst for achieving growth beyond historical norms? Individuals and companies who have achieved market leadership often started out being considered upstarts, outliers, or wild cards. “What if” you were thought of as such - someone who engages in "professionally deviant" behavior – as most innovators and creative and successful people are often viewed? “What if?”

In addition,

- Understand different “Innovation Styles” and processes
- Discover what successful innovators do to achieve their success
- Simulate how to drive innovation within your organization

While these are goals of the course, the most important question is, “What will make the course a success in the eyes of those who attend?”

The answer is simple: “Be a Catalyst for Innovation” will be a success if it opens your eyes, engages your imagination, and encourages you to think bigger, broader, and more creatively, and to aim higher, farther, and more confidently than you ever have before. It will be a success if it equips you to act more boldly as a leader of innovation and more decisively as a competitor.

*Our success will be determined by how much we contribute to yours!*

**Who should attend?**

This program is essential for middle and senior managers who have responsibility for products, processes or new technologies and who lead, supervise, and motivate others. This program will also benefit the sales and marketing directors who support them.
Faculty and Instructors

Benjamin S. Porter - Ben Porter is a Lecturer at the University of New Hampshire in the Peter T. Paul College of Business and Economics and a member of the Decision Sciences Faculty. He has taught courses ranging from Project and Program Management to Information Technology and Management of Innovation. He is an experienced, executive level consultant and educator with 30 years of management consulting and business executive experience working with Fortune 500 companies throughout the world. His demonstrated abilities include successful strategic projects for global clients and pre- and post-merger integrations. Mr. Porter holds a BS degree in Mathematics from Carnegie Mellon University and an MS in Industrial Administration from Purdue University.

Robert A. Gough, Jr., Ph.D. - Dr. Gough is a Sr. Lecturer in Management at the University of New Hampshire in the Peter T. Paul College of Business and Economics. He is President and CEO of Genovation, Inc., a global growth strategies firm that designs and implements Intelligent Decision Systems using technologies to provide client companies with information system tools and real-time datasets for quick-response decision making. He was President of Corporate Broadcasting Network, and President and CEO of Organizational Dynamics, Inc. an international management consulting company. He also has held or currently holds various community and board positions including at the Museum of Fine Arts Boston and the Boston Symphony Orchestra. He has frequently appeared on nationally televised programs such as the Lehrer News Hour, the Today Show, Good Morning America, and the CBS Evening News. Dr. Gough is an alumnus of Bates College and received his Ph.D. from Duke University.

Sample program schedule:

Please note: this schedule is an example and is subject to change. A more detailed agenda will be presented to enrolled participants.

“Be a Catalyst for Innovation”

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<th>Pre-work</th>
<th>Day 1</th>
<th>Day 2</th>
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| Individual innovation assessment. | The Landscape and Language of Innovation  
- What is innovation?  
- The context for innovation  
- Approaches to innovation  
- The Innovator’s mind set | Individual Best Practices of Innovation  
Disruptive innovators – and the lessons they provide  
- Being a self-catalyst before being a catalyst  
- Breaking with traditions |
| **Morning Session** | | |
| **Afternoon Session** | Organizational Best Practices of innovation:  
The 6 “S’s” of Organizational Best Practices | Innovators’ DNA  
A Strategy for returning to work – committing to new insights |
Program Location, Logistics and Fees

Location:

Leading Strategic Innovation is held at the Peter T. Paul College of Business & Economics located on the University of New Hampshire’s Durham campus. State-of-the-art classrooms are equipped with executive level technology to create a positive learning environment.

Accommodations:

The program fee does not include accommodations. If you plan to stay overnight, consider Three Chimney Inn and the Holiday Inn Express, both located in Durham, and The Sheraton Harborside, in Portsmouth.

Tuition and Fees:

$1,399.00 per person. ($1,260 early bird price)

Fees are inclusive of: All pre-work and program materials and meals during the program (breakfasts, lunches, and morning and afternoon breaks).

10% discount to USNH alumni (University of New Hampshire, Plymouth State University, Keene State College and Granite State College graduates) Early bird: $1,133, Late: $1260

Registration and Cancellation Policies:

No penalty and full refunds for cancellations up to 30 days.

Each open enrollment program has a required minimum number of participants. If the required minimum is not reached, it will be necessary to postpone the course to its next available offering. We will let you know the status of the course at least two weeks before the course start date.

For detailed information, please visit: http://paulcollege.unh.edu/executive-education/open-enrollment-programs/be-catalyst-innovation

Questions?

Let us help you get the most out of your educational experience:

Daniel McCarthy, Director of Executive Education
603.862.3311— daniel.mccarthy@unh.edu

To bring this program in-house as a Custom Program

Call: Daniel McCarthy
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