

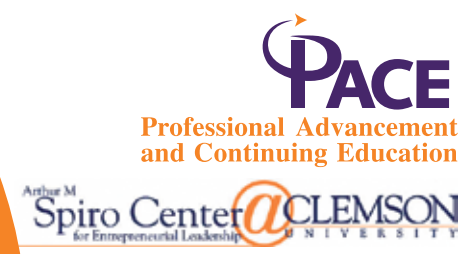
# Executive Leadership: Leading Innovation in an Uncertain World



Innovation is a major driver of the economy and can increase your organization's profitability and productivity. Policy makers understand the critical relationship between advances in innovation and the overall strength of our global economy. Discover the common barriers to innovation and the universal mistakes made in executing innovative strategies. Clemson University allows you the opportunity to benchmark the best practices of key organizations. You will have an opportunity to study and model tools, tips and strategies of the most innovative companies in the world, cultivate a more entrepreneurial mindset within your organization, and stimulate creativity while exploring new growth opportunities.

**CONTACT CLEMSON TODAY!**

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## Innovation Is The Key To An Executive's Success During Uncertain Times.

Leadership innovation allows you to not only survive when other executives may falter, but to optimize skill-sets which bring greater value to your stockholders, acquire greater market share for your organization, diversify your company's holdings and fuel your organization's R & D. Innovation is the key to thriving despite the times.

Clemson University offers you an array of targeted Executive Leadership courses—training consisting of researched components and developed to provide the greatest assistance to you and other execu-

tives assigned the difficult task of creating a more entrepreneurial organization. We know how you wish to create an organization that is capable of sustaining innovation and growth and how hard that is in an increasingly uncertain world. We offer you solutions you can put to work right away and strategies you can rely on to drive your success. From world-class instruction, relevant case studies and peer-to-peer discussions to real-world solutions, your Leadership Innovation coursework will allow you to establish the habits, reflections and tools of trendsetters.

“ Our experience with Clemson University has no parallel! The expectations we targeted for the ‘entrepreneurship’ program were met and exceeded by the entire cadre of professionals presenting the curriculum. Professors and staff provided participants with a business prospective which redefined doing business in the global economy today. The material was current and relevant to our company and to the industry we represent. In-depth case studies were examined and the learning process was one of challenge and deep thought provocation. It was exciting seeing seasoned managers focused on business innovation dynamics, and rethinking business models. The investment has proved to be not only critical to the development of personnel, but has opened up exploration in technology, creativity, and leadership. We have seen higher levels of critical thinking and business acumen from our graduates. Even though it is difficult to measure the ROI, we are certain there is tremendous value in the program and recommend it highly! One of the values we share in our company is, ‘everything we do can and should be improved’. The Clemson program empowers us to do just that.”

— Dan Gibson,  
*Director of Education and Training  
Baldor Electric Company*

**For Quality Training with Measurable Results...  
Connect with Clemson today!**

CLEMSON UNIVERSITY  
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Clemson University

# EXECUTIVE EDUCATION ... THE INVESTMENT OF A LEADER

## Invest in Clemson's Executive Education And You Will Gain Access To...

- ◆ Superior thought leaders and industry experts from across the nation
  - ◆ Practical, content-rich solutions personalized to address the unique issues of your organization
  - ◆ Custom-driven, executive education delivered with a personal touch
  - ◆ Targeted, advanced and pioneering training and assessments



### A TRADITION OF EXCELLENCE FOR 50 YEARS!

CLEMSON UNIVERSITY has been a premier provider of professional education and customized training programs for business, education and industry for 50 years.

#### Clemson University's Recent Report Card!

- No. 22 on *U.S. News & World Report's* "America's Best Colleges, 2009"
- The *Princeton Review* ranks Clemson MBA Students 7th on the list of "Most-Competitive Students"
- Kiplinger's financial magazine ranks Clemson No. 34 among the top 100 "Best Values in Public Colleges, 2009"
- Ranked 22nd "Best Undergraduate Business Program Among Public Institutions for 2008" by *Business Week* magazine
- The *Princeton Review* rated Clemson No. 1 among "America's Best College With the Happiest Students"

## MODEL AGENDA

### MODULE II: (1.5 days)

#### Innovation Dynamics: What Drives and Limits Innovation

Explore methods for stimulating and managing organizational creativity, defining mental models that influence innovation over time, and how to fully utilize systems thinking to craft new strategies for your organization's future. Your training components include:

- How to Increase Individual and Organizational Creativity: Increasing Your Creativity, Building Creative Teams, and Managing Creativity vs. Conflict
- Mental Models and Capabilities: Your Organization's Center of Gravity, Core Competencies and New Growth Platforms
- A Systems Approach to Innovation and Strategy: Factors Inherent to Your Organization Which Influence Innovation and How You Can Develop An Innovative Business Model Despite Uncertain Conditions

### MODULE III: (1.5 days)

#### Learning and Innovation: Methods for Reducing and Modeling Uncertainty

Discover tried-and-true models which serve to reduce the effects of market uncertainty while you develop ways to predict future-oriented market needs. Your training components include:

- Innovation Through Lead Users: How to Read and Make Use of Lead User Information to Craft an Innovative Business Strategy
- Managing Innovation and Uncertainty: Using The Methods and Tools Developed at DuPont and Hewlett Packard to Test Your Assumptions and Overcome Uncertainty
- The Unknowns and Unknowables of Strategic-Level Management : How to Successfully Align Your Internal Competencies To the Current Business Environment's Requirements

### MODULE IV: (1.5 days)

#### Managing the Unexpected: Leadership and Execution

Study successful organizations and how they lead and execute strategies in uncertain environments while adapting to unexpected events.

- Managing the Unexpected: Learning to Cultivate a Culture That Balances Centralized Coordination and the Benefits of Decentralization
- Leading the Innovation Process: Organizational Transformation Through Operational-Level and Strategic-Level Leadership
- Expecting the Unmanaged: Applying Learned Concepts to Your Everyday

### MODULE I (1.5 days)

#### Cultivating An Entrepreneurial Mindset: Building Your Networks and Refining Your Processes

Learn how to assume ownership of the innovation process, develop an extended network of contacts as a stimulus to innovation, and embrace the goal of a more entrepreneurial mindset within your organization. Your training components include:

- Identifying and Overcoming Difficulties to Your Transitioning to a More Entrepreneurial Culture
- Social Networks and Innovation
- Benchmarking the Best Practices of 3M's Entrepreneurial Culture
- Designing High Growth Business Models: The Basics in Revenue Analysis, Cost Analysis and Models for Growth

### WHAT OTHERS ARE SAYING ...

"Three years later and we are still referring back to portions of the workbook we were given."

—Greg Van Grinsven, Project Manager  
John Deere

"Clemson's Project Management course provided valuable tools that I use everyday in my job. The instructor was excellent and he knew the material inside and out. I came away from this course with the know-how to prioritize my time in an over-allocated environment."

—Joel Trivette, Senior Engineer  
Dominion Resources

### Who Should Attend

CEOs, CFOs, CIOs, Human Resource Directors and Managers, Operations Directors and Managers, Marketing Directors, Business Development Directors and other senior-level officer responsible for their organization's long-term strategies.

For more information, contact Laurie Haughey, Director, Professional Advancement and Continuing Education  
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