

Specialized Skill Program  
A Skill Development Program for Mid- to Senior-level Managers



Center for  
Creative  
Leadership®

Driving Results Through Innovation Leadership

WELCOME TO THE  
DRIVER'S  
SEAT

Get Behind the Wheel  
of a **Great Idea**

*WITHOUT A SPARK, EVEN THE  
BEST IDEA WILL SIT IDLE.*



## IDEAS ARE THE EASY PART.

The challenge is driving them to implementation.

### PROBLEM:



It's a given that you know a great idea when you hear one. But that's not enough. What's not so obvious is how to take that idea and drive it through all the levels, departments, personalities, questions and obstacles that stand in the way of implementation and success. So what's the answer? How do you implement the ideas your company needs to compete and grow?

### SOLUTION:



It starts with a major shift in thinking. When it comes to ideas, the REAL innovation is in finding implementable solutions. To move any innovation through your enterprise requires a comprehensive and well-crafted strategy. By learning the right skills, you can effectively champion the solution and drive it through to implementation.

## THINK OF IT AS DRIVER TRAINING.

**Driving Results Through Innovation Leadership** gives you specialized skills—and teaches you how to use them. It's a two-day intensive course that trains leaders to connect innovation to results. Participants master the process through experiential situations, examples and problem-solving. And they take home the ability to drive great ideas through their organization and into the marketplace.



## CHAMPIONS WANTED

### **Does this thought process sound familiar?**

“That’s a great idea! If we could bring it to life, my company would really benefit. But the odds are against it. Great ideas tend to get shot down. It’s too hard to build consensus. I don’t have the connections to make it happen. In fact, I don’t even know where to start. Any effort I put into it will be wasted. Oh, well...”

### **Are you in a position to recognize and drive innovation?**

Every day, your role as a mid- to senior-level manager puts you in the path of great ideas and innovative thinking. Have you ever asked, “What can I do to bring that idea to fruition?” If so, this course is for you.

### **Get ready to shift your thinking.**

Whatever your management role, this course will give you the leadership skills to build relationships, connect people, eliminate roadblocks and move ideas through your organization. Part art, part science and loaded with practical insights, DRIVING RESULTS THROUGH INNOVATION LEADERSHIP will generate the confidence and strategic thinking that lets you successfully champion the ideas you believe in.

## Comments from program participants

“ The parts of the program I found especially helpful were learning how to clearly frame an innovation, present it effectively, and get valuable perspectives from others outside of my company.

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The focus on real-world problems made this program come alive for me. The instructors shared lots of examples, which helped me understand how to apply the process.

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Before taking the Driving Results Through Innovation Leadership course I hadn’t considered the importance of connecting people in order to support new innovation. That insight – and how to use it – was a huge eye-opener.

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At first glance, the challenge of moving an innovation through an organization looks like a long and winding road. But there are shortcuts you can take and strategies you can use to hasten the journey. The secret is to understand that it's a process. And every smart process requires a plan.

### HERE'S WHAT YOU'LL LEARN.

- > How to avoid the detours, potholes and roadblocks that cause innovations to fail
- > How to develop, define and package ideas with power and clarity
- > How to sell ideas up and across your organization
- > How to function effectively as a trained innovation leader
- > How to use influence, communication and collaboration to implement new innovations

### Driving Results Through Innovation Leadership equips mid- to senior-level managers to champion innovation throughout their organization.

Course graduates will be able to bring more successful solutions to market while still managing their day-to-day business.



#### INNOVATION IGNITION

Prior to attending the course you'll complete an Innovation Assessment. You'll also be asked to bring a KEY INNOVATION CHALLENGE that you're facing.



#### ACCELERATING IDEAS

The program is a highly interactive, 2-day learning experience that includes activities, skills, materials and tools that you can immediately put to use.



#### DRIVE IT HOME

When you return to work, you can easily apply and sustain all you've learned by using the practical tools provided.



# BRING AN INNOVATION CHALLENGE YOU'RE FACING.

## Leave with new skills and a plan for implementation.

Choose a specific idea or innovation you'd like to see implemented at work. How would you describe your challenge? (Something like, "How might we pursue new business opportunities?") What are the circumstances surrounding the situation? In your attempt to drive this innovation through your organization, what obstacles have been in the way? What would happen if you achieved full acceptance? What opportunities will be lost if you don't?

During the course, you'll use this challenge as a key exercise. You'll apply what you're learning, explore the process and design a solution. When you're back in the office, you'll be ready to address the problem again, only this time with powerful tools, new skills... and the chance for a successful outcome.

*Nearly everyone who took part in CCL's 500-person client panel agreed innovation is a key driver of success (94%), and 77% of their organizations have made attempts to improve innovation. Even so, just 14% are confident about their organization's ability to drive innovation effectively (CCL Innovation Leadership Survey, 2014).*

## PROGRAM INFORMATION

Tuition*:	\$2,500 1,900 € S\$3,250
Length:	2 days
Class Size:	24
Coaching:	Peer Coaching
Location:	San Diego, CA Eindhoven, Netherlands Singapore
Language:	English
Instructor/ Participant Ratio:	1:12

\*Tuition price is based on regional point of delivery and is subject to change.



## HOW TO REGISTER

Visit [www.ccl.org/dril](http://www.ccl.org/dril).  
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**Results That Matter:  
Sustained Impact for You,  
Your Business, and the World**



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