HASKAYNE
Executive
EDUCATION

Programs for Organizations

Business Leadership Program with a focus on:

Building a culture of innovation

Generating ideas is one thing, getting them to become viable, actionable propositions is where business value is actually created.

In today's competitive world, a strategic and cohesive approach to strategy and innovation is more important than ever to remain relevant and competitive. At Haskayne Executive Education, we partner with organizations to customize business leadership learning programs to their specific context to develop their leaders and shape the future of their business.

Our approach to contextualizing programs is to work collaboratively with your organization to understand the specific needs of your business, beginning with a needs analysis which will drive the specific design and delivery of the program.

Program Goals

Programs for organizations address the learning goals of both the organization and individual.

The overarching goal of this program is to collectively understand the root cause of various challenges being experienced within the organization and identify growth opportunities and practices necessary to effectively lead the execution of an innovation plan. In addition, programs for organizations can result in building a common language, improving communication flow, and identifying operational challenges.

Program Objectives

The aim of this program is to:

- Provide leaders with a deeper understanding of the fundamentals of innovation, including an exploration of what best-in-class looks like and how to achieve it.
- Implement an innovation process with structure and rigour, with clear goals and execution plans.
- Integrate new business tools and frameworks into day-to-day functions across all locations.
- Develop a shared perspective amongst the team on roles and responsibilities connected to innovation.
- Develop a culture of innovation and operationalize innovation strategy across the organization.

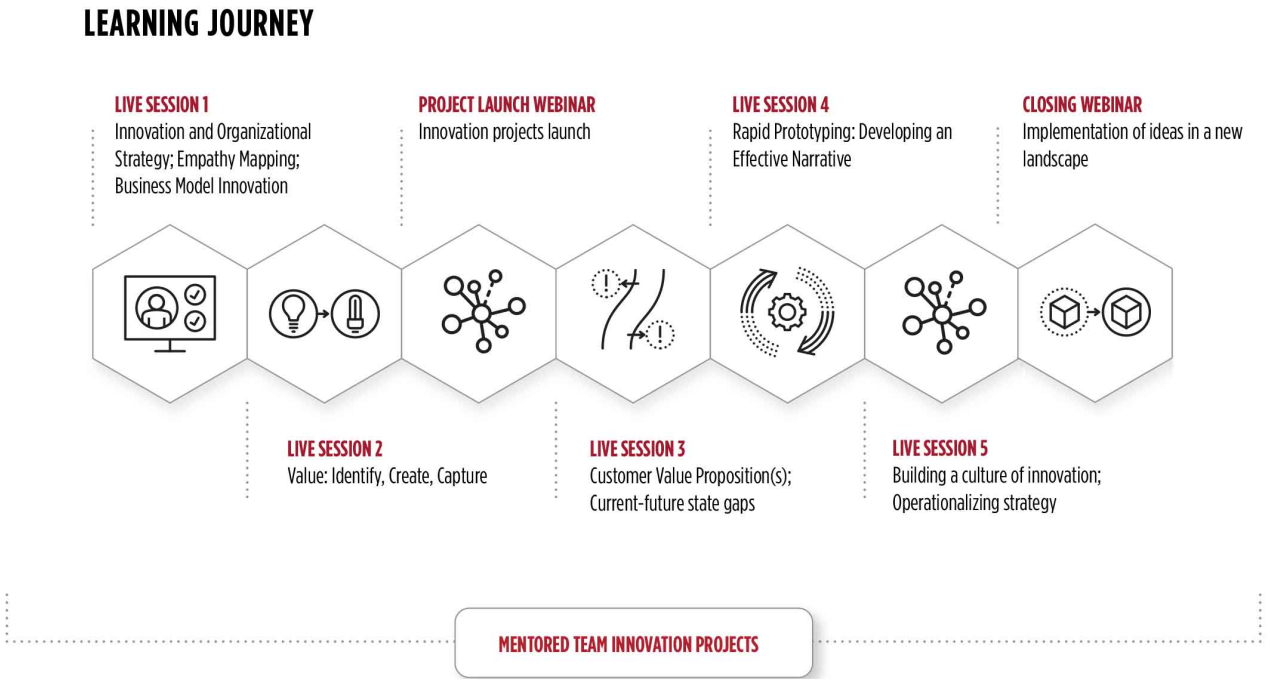
Program Design and Delivery

At Haskayne Executive Education, our aim is to deliver learning experiences that produce tangible performance outcomes for both the learners and their organizations. In collaboration with your organization, we will design a learning program that supports experiential learning and is grounded in adult learning principles and work-based learning practices.

This is a cohort-based, online learning program delivered over a period of time. Typical program elements include webinars, live online sessions, and think-tank projects to practice new business tools and frameworks within learning teams.

Specific content will be tailored to fit within the context of your organization. Delivery of the program will be scheduled at the time most convenient to your organization's work cycle.

The program design provides an example of what your program could look like*



*Note: Every custom program is designed through a consultative and collaborative needs-assessment process.
This program may be eligible for grant funding up to five weeks prior to program start.
Your organization's learning objectives and program design will be unique.
Brochure samples are to be interpreted as examples only.

Program Investment

The online innovation program includes the following:

Data-driven, program design in three phases

- Identify: learning need and performance issues including identifying key stakeholders and gaining an understanding of specific organizational context and learners
- Define: specific program goals, desired outcomes, success measures, learning objectives, learning transfer and evaluation plan
- Design: evidence-based, program structure and elements including contextualized content, learning activities, and work-based projects

Program delivery includes:

- Project launch webinar, five live, synchronous online workshops, post-program webinar;
- Team mentoring through innovation project sprint process, facilitated project presentations, ongoing support and consultation;
- Access to Haskayne virtual learning environment as well as all program materials and copyrights;
- Certificate of completion from the Haskayne School of Business for all participants;
- Program team consisting of subject-matter experts, an academic lead, a manager of learning and development programs, and a program coordinator.

Investment Range: $96,250 for the end-to-end innovation project process, including 22 hours of face-to-face synchronous learning, 5 hours self-directed, asynchronous learning; approximately 80 hours of innovation project work; 4 hours guided project mentorship per innovation project. Inclusive of materials and virtual learning platform. Based upon the following assumptions: Up to 70 participants (approximately 4 - 6 per innovation project); limit of 14 innovation project sprint cycles. Additional innovation project sprint cycles may be added for an additional cost.

Faculty Lead

Derek Hassey PhD. is an Adjunct Professor of the Haskayne School of Business. An award-winning instructor, active small business and corporate advisor and program academic director, Derek's passion is teaching and research at the interface between Entrepreneurship and Marketing.

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