



LEADING INNOVATION

EMPOWERING A CULTURE OF CREATIVITY,
COURAGE, AND CHANGE

Miami, Florida
August

The Executive Leadership Council



INSTITUTE FOR
LEADERSHIP DEVELOPMENT
& RESEARCH

NEW
THREE-DAY PROGRAM



*“Innovation has nothing to do with how many R&D dollars you have...
It’s about the people you have, how you’re lead, and how much you get it. ...
Innovation distinguishes between a leader and a follower”*

—Steve Jobs, Co-Founder of Apple Inc.

Leading Innovation
focuses on building
tools, insights, skills,
and behaviors to
unleash creative
potential.

Leading Innovation: Empowering a Culture of Creativity, Courage, and Change is a leadership developmental experience offered by The Executive Leadership Council’s (ELC) Institute for Leadership Development & Research. *Leading Innovation* is a three-day program designed for managers, directors, vice presidents, individual contributors and entrepreneurs. It targets participants from a wide variety of industries, organizations, functional areas, and locations.

In this global business environment, organizations must remain competitive to thrive and survive. As such, increasing numbers of CEOs and other business leaders cite “innovation” as critical to an organization’s long-term strategy. Countless studies have shown that companies that engage in and successfully execute innovative practices on a constant basis have a significant advantage over their competitors. No matter what functional area or industry a leader resides, innovation has its place in all organizations to fuel new products and services, to expand into new markets, and to provide efficiencies that save millions of dollars each year. The challenge is that too many organizations simply do not know *how* to develop a workforce that embraces and executes innovation on an ongoing basis. That is, the extent to which a company successfully innovates depends greatly on its leaders’ creativity, courage, and willingness to change.

*“If you always do what you
always did, you will always
get what you always got.”*

– Albert Einstein

*“You can have brilliant ideas,
but if you can’t get them
across, your ideas won’t get
you anywhere.”*

– Lee Iacocca

Leading Innovation not only focuses on developing participants’ leadership strengths and weaknesses but also builds an arsenal of tools, insights, skills and behaviors that leaders must have to unleash their own creative potential and to cultivate a culture where innovation and collaboration can flourish. This program recognizes that many aspiring leaders are within organizational environments that are not conducive to risk-taking or that are not accepting of failure. Perhaps these aspiring professionals feel as though they lack the level of organizational support needed to execute innovation or nontraditional thinking without fear of repercussion. This program exposes participants to advanced information and concepts that demonstrate how innovative leadership can propel business success and growth. Additionally, the program provides opportunities to explore and engage new game-changing behaviors and empowers transformation within organizations. Participants also will listen to and learn from executives, and will benefit from their successes, failures, and lessons on how they have executed innovative leadership within their companies.

Key Programmatic Features

- ▶ Safe forum to learn, practice, and develop critical leadership skill sets
- ▶ Exposure to successful black career professionals
- ▶ Connectivity between cohort members and other program alumni
- ▶ Unparalleled networking
- ▶ Group-facilitated discussions
- ▶ Experiential activities
- ▶ Research-based modules

Learning Objectives

This development series for high performing corporate professionals focuses on proven strategies required for continued success and recognition at the management level. The desired outcomes for participants are to:

- ▶ Increase self-awareness regarding behaviors, attitudes and skills that support or impede your innovative leadership capacity
- ▶ Learn how to cultivate a workplace culture and team that embrace and facilitate innovation
- ▶ Develop an ongoing style of inquisitiveness, out-of-the-box thinking and entrepreneurship that transcends all functional areas and industries
- ▶ Learn how to accelerate change and innovation adoption in context and aligned with business priorities
- ▶ Understand how to demonstrate courage through calculated risk-taking and by leveraging failures
- ▶ Gain exposure to successful executives who have demonstrated innovative leadership

Who Should Attend

This program is designed for high-performing black corporate professionals who are:

- ▶ High potential leaders with proven success and maturity in a professional environment;
- ▶ Mid-career (i.e. 6-15 years in career) with a desire to build their innovative leadership skills;
- ▶ Senior managers, directors, vice presidents, individual contributors and entrepreneurs;
- ▶ Aspiring to contribute at a higher level within the organization;
- ▶ Willing to listen, learn, and be challenged.

Program Dates and Location

Leading Innovation provides three full days of leadership development. The entire program takes place at the Mandarin Oriental Hotel in Miami, Florida, August.

Registration

Seats are limited, so we strongly encourage participants or their companies to reserve their seats as soon as possible. Selection of the actual participants can be decided approximately two months prior to the program. For more information about the programs and how to register, please visit <https://elcinfo.cvent.com/ldw> or contact ldw@elcinfo.com

Registration includes official designation as an **ELC Institute Fellow**, which is a newly created mid-level affiliation within the Executive Leadership Council that extends learning for an additional twelve months. Each participant will be part of a global network of more than 1,000 ELC Institute Fellows who have also benefited from leadership development through the ELC Institute. Fellows receive 12-month access to benefits such as professional networking opportunities, digital leadership training and career solutions, visibility in a directory of Fellows, and future discounts on select ELC Institute programs. ELC Institute Fellow status begins approximately one month after the program, and is renewable after twelve months.

Program tuition does not include travel and accommodations. However, substantially discounted hotel room rates have been secured for participants and can be obtained with the appropriate code following registration.

We appreciate the strategic investment you and/or your organization will make by participating in *Leading Innovation*. Due to the costs of the attendance, full refunds will be granted only if cancellation notice is received in writing at least six weeks in advance of the start of the program. Participants selected for this program are fully transferable at any time prior to six weeks from the start of the program (a modest transfer fee may apply). If you have any questions regarding cancellation or transferring participants, please contact ldw@elcinfo.com.



Program Tuition and Benefits

	Program Tuition#: (\$6500)
▶ 3 days of classroom instruction	✓
▶ Exposure to and discussions with successful black career professionals	✓
▶ Assessments and interpretation	✓
▶ Group activities and assignments	✓
▶ Books and other materials	✓
▶ Planned networking receptions and meals (breakfast, snacks, lunch, dinner)	✓
▶ Free Wi-Fi in learning center and hotel rooms	✓
▶ ELC Institute Fellow designation*	✓
▶ 12 months of online leadership training, skills development, career advice, and other content*	✓
▶ Inclusion in ELC-published networking directory of Black mid-level managers*	✓
▶ Access to private online social network of black mid-level professionals*	✓
▶ Future discounts on ELC/Institute development programs*	✓

Current ELC Institute Fellows receive 10% discount. Must be requested at time of purchase.

* Begins approximately one month after the program.

Sponsorship Opportunities

The Institute for Leadership Development & Research is interested in partnering with organizations committed to diversity and inclusion in corporate America, and with those dedicated to building a pipeline of black executives. If you are interested in becoming a sponsor of one of the Institute's programs, please contact Institute@elcinfo.com for more details.