

LEADING INNOVATION

USING THE THREE BOX FRAMEWORK

INNOVATION IDEAS ARE JUST IDEAS,

unless the entire organization can speak the same language and support such initiatives, working across functions and boundaries



LEADING INNOVATION: USING THE THREE BOX FRAMEWORK

LEADING INNOVATION, a six-week video-based online course, is designed by **Professor Vijay Govindarajan** (VG) to help organizations implement transformational business model innovations. Combining frameworks and ideas from VG's new book *Three-Box Solution: A Strategy for Leading Innovation* (Harvard Business Review Press, April 2016) and practical implementation tools, the course will allow executives to accelerate the success of innovation in their own companies.

Keeping in mind that building a company's Innovation DNA requires large scale organizational buy-in, this program is designed to be delivered to a large number of participants simultaneously. Using a highly scalable learning platform, it can be run asynchronously or as a hybrid program, blending asynchronous and synchronous digital sessions to maximize impact. Leaders are exposed to a range of pedagogical methodologies, including video lectures, case studies, and application exercises that will apply to your company, and quizzes to test their understanding of concepts, which will help your organization avoid the common pitfalls that many companies face with reimagining their future.

COURSE OBJECTIVES AND OUTCOMES

DEVELOP A FRAMEWORK TO:

ANSWER Why strategy is about the future, and why do companies need to continuously innovate?
How can firms identify market discontinuities that shape the future elevation of their industry?
How can firms build the requisite organizational DNA to create the future while managing the present?

EXPLORE how to instigate productive and non-defensive conversations about what it really takes to make innovation happen

LEARN simple, elegant, and practical principles for making innovation happen in your organization

DISCOVER how to avoid some of innovation's most toxic myths, how to build the right kind of team, and how to learn quickly from experience

PEDAGOGY

Illustration of frameworks, concepts, best practices through video lectures

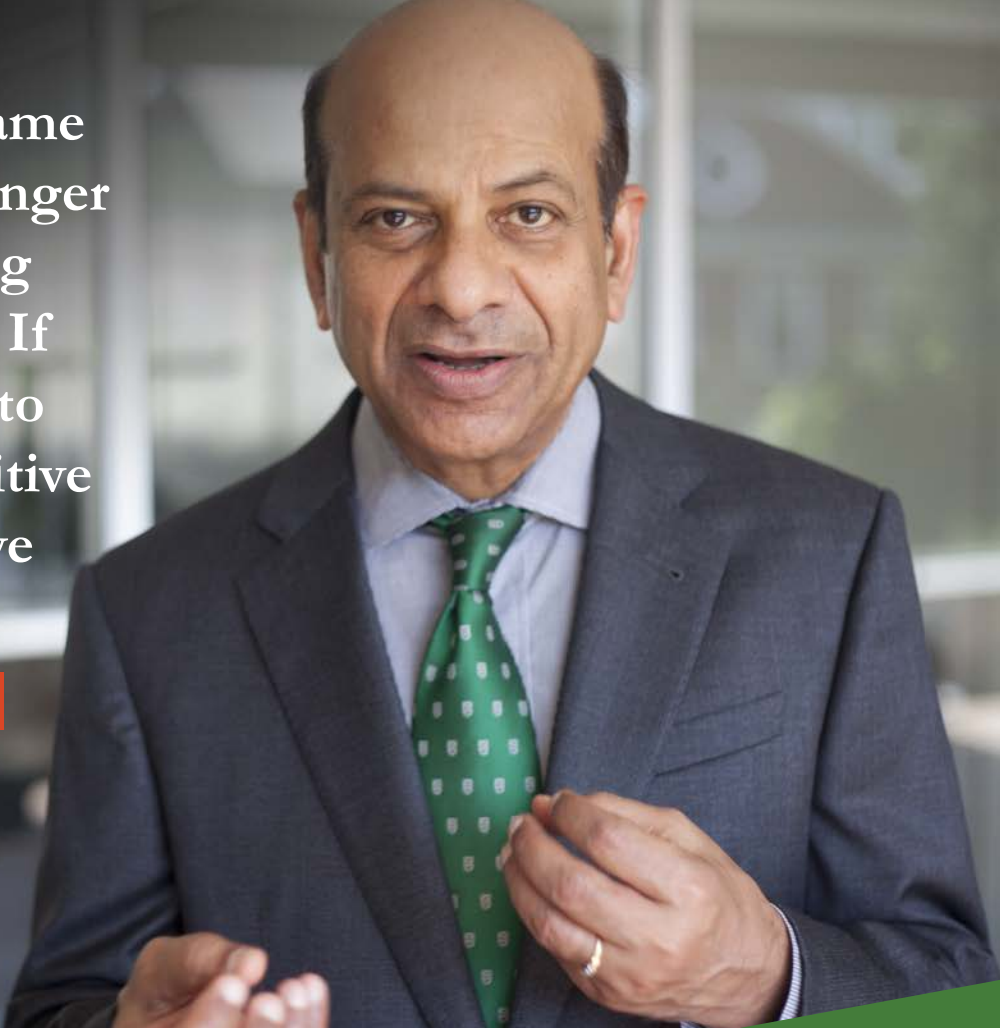
Case Studies

Peer learning through sharing of thoughts and ideas

Application exercises to apply the Three Box Solution within the context of your business

“The efficiency game is over - it’s no longer about outsourcing and cost control. If companies want to be really competitive globally, they have to innovate.”

— VIJAY GOVINDARAJAN **VG**



PROFESSOR VIJAY GOVINDARAJAN

Vijay Govindarajan, known as VG, is wildly regarded as one of the world’s leading experts on strategy and innovation. VG, NYT and WSJ best selling author, is the Coxe Distinguished Professorship is a new Dartmouth-wide faculty chair. He was the first Professor in Residence and Chief Innovation Consultant at General Electric. He worked with GE’s CEO Jeff Immelt to write “How GE is Disrupting Itself”, the Harvard Business Review (HBR) article that pioneered the concept of reverse innovation -- any innovation that is adopted first in the developing world. HBR picked reverse innovation as one of the Greatest Moments in Management in the Last Century. In the latest Thinkers 50 Rankings, Govindarajan was ranked the #1 Indian Management Thinker.

THREE BOX SOLUTION

VG’s new book, Three-Box Solution describes the framework for managing a business’s responsibility to take action in three time horizons at once:

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|---|---|---|
| 1 Executing the present core business at peak efficiency | 2 Taking steps to avoid the inhibiting traps of past success | 3 Inventing a future built on strategic innovation |
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The book shows the distinctive skills each box requires, how the boxes interrelate, and what it takes to balance them. VG draws on the experiences of businesses, including IBM, Mahindra & Mahindra, Keurig Green Mountain, United Rentals, Hasbro, as well as nonprofit organizations such as Willow Creek Community Search such as the Willow Creek Community Church.

WHO IN YOUR COMPANY SHOULD PARTICIPATE IN THIS PROGRAM?

This program is meant for large scale deployment across an organization (large groups of employees and stakeholders).

It is targeted not only for executives tasked with innovation, but also to executives across functions, divisions, products and levels.

ABOUT TUCK

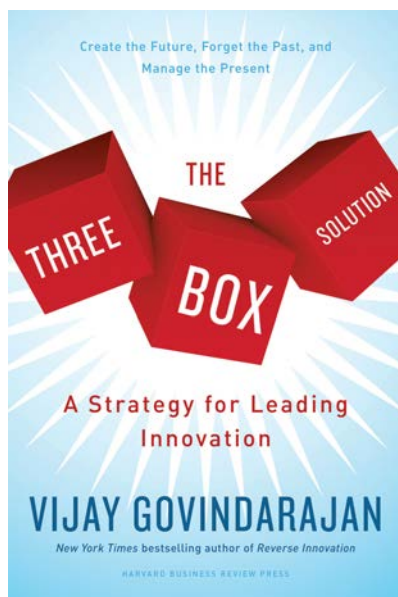
The Tuck School of Business prepares wise leaders who aspire to become the difference in the world of business and beyond. Tuck was the first graduate school of management. Founded at Dartmouth College in 1900, it served as the prototype for the MBA-granting programs that followed. Consistently ranked one of the top global business schools, Tuck is recognized for its focus on general management, strategy, innovation, and leadership development. Tuck embodies a rare combination of personal and global reach, authentic thought leadership and passionate teaching.

<http://exec.tuck.dartmouth.edu>

ABOUT ERUDITUS

Eruditus Executive Education delivers high quality executive education programs to corporations and participants. Eruditus collaborates with global business schools and renowned faculty to provide programs targeted at company leadership talent pools.

www.eruditus.com



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