STRATEGY AND INNOVATION
COMPETITIVE ANALYSIS AND DESIGN THINKING

PROGRAM OVERVIEW
In today’s business environment, leaders are facing challenges that require a different set of skills—and a different way of thinking. This program has been developed to help managers understand the ways in which they can evaluate their industry and their organization within the framework of a global economy and evaluate opportunities for future growth. You will learn how to approach problems in a new way that will help your business adapt and grow in a positive way.

OFFER THIS PROGRAM AT YOUR LOCATION
This program can be delivered at your company location for a group of your employees in a time frame that is convenient for your schedule. Content and activities can be customized to reflect your business environment.

WHO BENEFITS FROM THIS PROGRAM?
 Mid-to-senior level management professionals interested in developing strategic thinking and innovation techniques
 Those responsible for leading teams and developing organizational strategy
 Leaders desiring to stretch organizational thinking beyond traditional boundaries

IN THIS PROGRAM YOU WILL LEARN HOW TO:
 Analyze the external business environment and evaluate competitive forces impacting your organization
 Understand business model concepts
 Develop unique value propositions
 Comprehend principles of innovation
 Apply principles of design thinking to innovative problem solving
 Use new problem solving experiments to refine solutions

2 DAY PROGRAM $1,750
Two-Day Interactive Program
For program dates and registration see: www.bentley.edu/execed

For more information, contact Debra Kennedy, Director of Executive Education, at dkennedy@bentley.edu or 781.891.2473

Register Now @ www.bentley.edu/execed
"It’s paramount that today’s business professionals learn how to access their own intuition and encourage their employees to do so as well, to create an environment where creative solutions to problems are the norm. Combining intuition with analytical decision techniques leads to a more innovative and successful institution."

Linda Edelman

Why Bentley University? What makes this program distinctive? Bentley University is known for ‘applied learning’ – skills and tactics that you can immediately implement in your work environment. Our programs combine key elements of advanced study with engaging team learning in a strong peer network, facilitated by leading faculty members from our graduate business school who specialize in intensive learning for leadership development.