

DTU Business

Executive School of Business



Innovation Leadership Challenge Senior Executive program

A COMBINED

DTU - UC BERKELEY PROGRAM

JUN. 20 2017 - NOV. 29, 2017

Focused on the leadership challenges for top management in establishing and supporting innovation activities - within healthcare and life-sciences.

Deadline for sign-up is: February 28 2017

Innovation Leadership Challenge (ILC) Program Overview

The program deals with innovation leadership challenges as experienced by top management in initiating, supporting and operating innovation activities.

The focus is on establishing a leadership system, especially for raising an innovation culture and managing a portfolio of innovation projects, not on managing a specific innovation project.

Through the program we establish:

- 1.** A shared mindset and an initial understanding of the hospital & healthcare innovation system among top leaders within this field, in cooperation with executives from related institutions, e.g. municipalities and/or private partner companies
- 2.** A process for identifying and dealing with specific leadership challenges for supporting the healthcare leadership innovation system,
- 3.** A plan for specific actions for the implementation of such a system, incl. the role of senior management.
- 4.** An active corps of “innovation champions” among hospital & healthcare executives
- 5.** Cooperative relationships with municipalities and/or private partner companies - as integrated part of a sustainable innovation system.

The program is structured around a process for identifying the present challenges at each hospital and healthcare service unit, with the goal of establishing an action plan to handle these challenges while building sustainable managerial capabilities.

At DTU and at UC Berkeley the participants will be introduced to conceptual models, industry insights, theories and concrete tools to apply during the entire process going forward.

The participants will be equipped with professional skills to assess and apply the models, theories and tools they find of relevance for their specific activities and challenges.

Time

This 4 month program will take place Jun. 20, 2016 to Nov 29, 2017.

Structure

The program is composed of a kick-off plus three modules at DTU Executive School of Business in combination with a one-week stay at Haas School of Executive Business, UC Berkeley, California.



DTU
Kick-off
Jun 20,
2017

DTU
Module 1
INTRO
Aug. 24,
2017

DTU
Module 2
DISCOVER
Sep. 19,
2017

UC Berkeley
DESIGN
Oct 22 - Oct.27,
2017

DTU
IMPLEMENT
Nov 29
2017

At UC Berkeley, the participants will be presented with challenges and inspirations in managing innovation activities at top-management level, from internally acknowledged professors and experts. Leading US researchers - most of them doing studies in relation to the health sector will give lectures, initiate discussions and present updated case materials.

Illustrative example of the UC Berkeley week:

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday |
|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| | Breakfast: Helzel 8:30 – 9:00 | Breakfast at Hotel Durant 7:00 – 7:45 | Breakfast: Helzel 8:30 – 9:00 | Breakfast: Helzel 8:00 – 8:45 | Breakfast: Helzel 8:30 – 9:00 |
| | Welcome Whitney Hischer 9:00 – 9:30 | Board Bus & Travel to QB3 7:45 – 8:30 | Decisions for Value Creation and Acceptable Risk Don Moore 9:00 – 10:45 | Gravity Tank at Men's Faculty Club – Howard Room 9:00 – 12:00 | The Failure Wise Organization: Lessons Learned from Failure in the Healthcare Sector John Danner 9:00 – 10:45 |
| | Application of Design Thinking to Healthcare Sara Beckman 9:30 – 10:45 | Site Visit: California Institute for Quantitative Biosciences/QB3 8:30 – 10:15 | | | Break 10:45 – 11:00 |
| | Break 10:45 – 11:00 | Board Bus & Travel to Haas 10:15 – 11:00 | Decisions for Value Creation and Acceptable Risk (continued) Don Moore 11:00 – 12:00 | | Break 10:45 – 11:00 |
| | Application of Design Thinking to Healthcare (continued) Sara Beckman 11:00 – 12:00 | Rapid Transformation Mark Coopersmith 11:00 – 12:30 | The Failure Wise Organization: Lessons Learned from Failure in the Healthcare Sector (continued) John Danner 11:00 – 12:00 | | |
| | Lunch Wells Fargo Room 12:00 – 1:30 | Box Lunch Helzel 12:30 – 1:30 | Lunch Wn's Faculty Club 12:00 – 1:00 | Lunch Men's Faculty Club 12:00 – 1:00 | Lunch Helzel 12:00 – 1:00 |
| | Entrepreneurial Panel 1:30 – 2:30 | Big Data and Healthcare Steve Weber 1:30 – 2:45 | Strategic Execution in Healthcare Organizations Kristi Raube 1:00 – 2:30 | Telemedicine Thomas Nesbitt 1:00 – 3:00 | Presentations and Feedback Faculty & Healthcare Executives 1:00 – 2:30 |
| | Break 2:30 – 2:45 | Break 2:45 – 3:00 | Break 2:30 – 2:45 | Break 3:00 – 3:30 | Break 2:30 – 2:45 |
| | Strategic Innovation Challenges in Established Organizations Homa Bahrami 2:45 – 5:45 | Big Data and Healthcare (continued) Steve Weber 3:00 – 4:30 | Strategic Execution in Healthcare Organizations (continued) Kristi Raube 2:45 – 3:30 | Work in Teams on Leadership Challenges 3:30 – 5:00 | Presentations and Feedback (continued) Faculty & Healthcare Executives 2:45 – 4:00 |
| Opening Reception The Home Room at International House 5:30-7:30 | Work in Teams on Leadership Challenges 5:45 – 6:30 | Work in Teams on Leadership Challenges 4:30 – 6:30 | Leveraging Emotional Intelligence within Healthcare Teams Dacher Keltner 3:30 – 5:00 | Bay Area Life Science Innovation Center Henrik Bo Larsen 5:00 – 6:30 | Break 4:00 – 5:45 |
| | | | Work in Teams on Leadership Challenges 5:00 – 6:30 | | Board Bus at Hotel Durant; travel to LHS 5:45 |
| | Adjourn | Adjourn | Adjourn | Adjourn | Closing Dinner Lawrence Hall of Science 6:00 – 8:00 |
| | Adjourn | Adjourn | Adjourn | Adjourn | Adjourn |



The program will combine work on own projects on Innovation Leadership Challenges and visits to companies and institutions involved in relevant innovation activities, to give the participants an inspirational impression of how innovation is handled in the Silicon Valley community.

Outcome

Each participant team, comprising executives across sectors from public and private Health Care service providers, works on an identified Innovation Leadership Challenge of strategic importance. This challenge will serve as a vehicle for anchored discussions and explorations, and in relation to which a solution will be designed through teamwork sessions supported by coaching.

A specific result of the program is the final proposal of the Innovation Leadership Challenge, which is being designed for implementation, and execution oriented follow-up and learning, in each team's selected area of focus.

Additionally, a strong peer network, of great future potential, will be established in context of the program outline, with close links and collaborative ties among the various participants on the program, as foundation for making innovation happen.

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What do recent participants say?

"Best program ever compared to time spent, - thanks!"

"Really useful program!"

"It is a scoop to end the course with a capacity like that!"

"Just a very good course!"

Overall evaluation of the program: 4,8 (scale 1-5)

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For further information

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