

Disruptive Leadership Certificate Program at Stetson

The Disruptive Leadership Certificate Program at Stetson University's Celebration Campus helps you innovate through disruption by identifying the value in emerging technologies, business models and resources at your organization. Through combining industry thought leaders and top academic faculty, Disruptive Leadership develops your understanding of a range of topics and skills to expertly navigate an unstable environment and emerge with a competitive advantage. Get ready to work on real-world challenges and figure out what practices are worth sticking to and which needs to be thrown out as soon as possible, subject matter experts and professional instructors will guide you through every step of this journey. With their help you will learn to think critically during a time of need, when so many models and principles no longer apply, or when things that used to work lose their effectiveness. Throughout the program you'll build and refine your tool-set while developing a unique road-map to use in your organization.

Stetson: The professional learning experience that "gets you there"

The Disruptive Leadership Program focuses on teaching innovative thinking as a means of advancing technical, analytical and communication skills to combat today's innovative landscape and drive ROI. During the 4-day, hands-on immersion program, you'll break into small teams to work through a project from beginning to end, with guidance from professionals and educators.

Faculty: Industry leaders, professionals, and experts

Gain direct access to world-renowned faculty, including top academic researchers and leading practitioners. We focus on professionals who understand topics and can convey their message in a manner understood by everyone. Learn more about our exceptional faculty at stetson.edu/dleadership

Disruptive Leadership



JOIN OUR IN CLASSROOM PROGRAM - \$4,995

SAMPLE SCHEDULE

Day 1	8:30-9:00	Welcome and Orientation
	9:00-12:00	Disruptive Leadership
	1:00-4:30	Leading Through Perpetual Change
Day 2	9:00-12:00	Decisions Making/ Analytical thinking
	1:00-4:30	Organizational Culture & Leadership
Day 3	9:00-12:00	Disruption Experiences I
	1:00-4:30	Disruption Experiences II
Day 4	9:00-12:00	The Digital Economy
	1:00-4:30	Ideas in Action

HELD IN STETSON UNIVERSITY

Register at stetson.edu/dleadership or call 368-233-9996

Disruptive Leadership Summary

No other professional development experience delivers like the Leading Disruptive Innovation Certificate Program at Stetson. You're broken away from your daily routine and immersed in the destruction of traditional concepts, fascinating new business models and technologies, real-life challenges, expert thought leadership, strategy sessions, innovation frameworks, and disruptive cultures. Learn more details about the Leading Disruptive Innovation Certificate Program at Stetson, including takeaways and learning objectives, at stetson.edu/dleadership

Why Disruptive Leadership?

Regardless of your industry or functional area, your business is undergoing significant change. From disruptive technologies and ever-changing customer expectations, organizations that understand how to harness emerging technologies and create new, valuable customer experiences will thrive in the digital world. The Leading Disruptive Innovation Program helps you remain competitive by providing you with the skills, tools and methodologies to plan, manage and implement projects to address uncertainty and opportunity at your organization.

The Stetson Leading Disruptive Innovation Program trains you to make sense of the complexity of new business models. You'll receive hands-on training that prepares you to ask relevant questions, manage and lead others, and communicate opportunities and strategies to senior management.

As a bonus feature, our post-program mentorship ensures you are not in this alone. You'll be partnered with a member of our expert faculty to mentor and guide you through applying new leadership skills, understanding technology, and project management. Identify where you need support to succeed – we'll stay with you "on the field".



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Who Should Attend?

The program is designed for individuals and/or teams who influence customers at their firm, and who are empowered to drive new initiatives within their organization. Because it is interdisciplinary, it is appropriate for a diverse background of individuals, including but not limited to the following functional roles: sales executives, marketing or brand managers, product management, IT, finance, operations, and legal.

Module Description

Module 1: History of Disruption

- Lighting a Fire: How to Create a Sense of Urgency
- Four Industrial Revolutions Accelerating Disruption

Module 2: Big Company Challenges

- Defending Against Disruption
- IBM EBO Case Study
- IBM Red Hat Case Study
- P&G Connect and Develop Case Study
- GE Case Study

Module 3: Creating a Fertile Culture for Innovation

- Mission, Purpose, Values, and Culture
- Employee Engagement
- Allocated Time
- Lean Teams
- Open Innovation
- Innovation Tournaments

Module 4: Innovation Processes

- Design Thinking
- Rapid Prototyping
- Lean Startup
- Agile Methodology

Module 5: Collaborating with the Innovation Ecosystem

- Customer Co-Creation
- Funding Projects Through NRE
- Accelerators
- VC Funds
- Corporate Partnerships
- Enterprise Crowdfunding
- Open Source Community
- University Research Labs
- IP Lawyers
- M&A

Module 6: Digital Transformation

- Development Operations
- Low-Code Development Platforms
- Containers and Microservices
- Composable Agile Infrastructure
- Virtual Collaboration Tools

Module 7: Innovation tools to Automate Processes

- Idea Management
- Insight Engines

Module 8: Innovation in Regulated Industries

- Innovation in Non-Regulated Industries
- Putting Innovation into Practice
- Making It Happen: First Steps When Returning to Work

Capstone Portfolio: Disruptive Leadership

Throughout the program, you'll develop your own customized templates and practices you can employ immediately at your organization. Your professional portfolio will help bring you distinctive and measurable outcomes.

Getting there, with Stetson Disruptive Leadership

Experiencing is believing. Experience the Leading Disruptive Innovation Certificate Program at Stetson for yourself! Leading Disruptive Innovation offers you an extraordinary opportunity to immerse yourself in an intensive, collaborative learning environment to reach your goals. Enroll today at stetson.edu/dleadership

Distinguish Yourself as a Leader...with Your Certificate from Stetson

Your Stetson University Leading Disruptive Innovation Certificate provides you the differentiating factor. It proves that you have completed all modules as well as the cumulative Capstone Project. You walk away with confidence and your own, professional Leading Disruptive Innovation Portfolio to serve as your detailed action plan and implement changes back at your organization.



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