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Curtis Lefrandt

Harvard Business Publishing Bestselling Author

■ Curtis Lefrandt has developed a range of innovation training offerings and tools designed to help organizations build a culture and capability of innovation in his consulting company iDNA. He is a frequent keynote speaker, facilitator, and trainer of innovation for a range of industries and Fortune 500 organizations, including, Johnson & Johnson, Cisco, Danaher, and Caterpillar. Prior to iDNA, Lefrandt worked as a consultant at Innosight, in venture capital investing, and as part of the iPod team at Apple.

The Innovator's DNA & Method

Bestselling Author Curtis Lefrandt

Many organizations are designed for execution, not innovation. But as uncertainty increases in the world, the way we manage must change to meet these circumstances. This course teaches managers and leaders new practices to bring new products and services into the market. These practices are called The Innovator's Method. The concept is an end-to-end process inside established organizations through a series of experimentation cycles that resolve the uncertainties around the problem you're trying to solve, the solution you propose, and the business model to take your solution to market.

The tools emerge from lean start-up, design thinking, and agile software development that are revolutionizing how new ideas are created, refined, and brought to market. To date this Method has helped entrepreneurs, designers, and software developers manage uncertainty - through cheap and rapid experiments that systematically lower failure rates and risk.

Learning Objectives

- Generate insights from practicing the five discovery skills
- Conduct qualitative research with customers and potential customers to better understand the problem to be solved
- Generate solutions and rapidly test them to increase speed to market and decrease risk

THE INNOVATOR'S DNA & METHOD

February-March, 2024

Time Schedule

The Innovator's DNA & Method is a two-months Executive MBA Course with classes on February 5-6 from 08.30 to 17.00.

Course Material

The course material consists of textbooks, case studies and articles.

Requirements

Students are required to attend all classes and to participate actively.

Preparations

Students are required to read all course material in advance.

Evaluation

Students will be graded on attendance and participation in class and on an individual paper.

ECTS Points

The Executive MBA Course in The Innovator's DNA & Method will earn you 3 ECTS points.

Tuition Fee

The tuition fee for the two-months Executive MBA Course in The Innovator's DNA & Method is DKK 25,000 exclusive of VAT.

Sign Up or Learn More

You are welcome to call us at +45 7020 8828 to learn more or to send us an email at info@avt.dk