

Business Innovation Series

proudly supporting the Harvard Club of Victoria's Non-Profit Fellowship



4 MONTHLY SESSIONS COMMENCING JUNE 2015

\$995 per Student (\$795 for Alumni Nominated Students)

The program fee covers: study resources, case study material, program administration, venue and academic expenses.
Net proceeds are being donated to the Harvard Club of Victoria's Non-Profit Fellowship.

LOCATION

NAB Arena, 700 Bourke Street, MELBOURNE (Next to Etihad Stadium)

DATES

Wednesday 17th June 2015

Thursday 16th July 2015

Wednesday 19th August 2015

Thursday 17th September 2015

TIME

For all sessions: 5pm to 8pm

SERIES CONTACT

Bill Lang

Convenor, Business Innovation Series

Chairman, Human Performance Company

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BOOK NOW - www.trybooking.com/HDUB

To excel at creating new products, processes and services, companies and organisations must continue to innovate effectively. This program explores the core concepts, challenges and diverse risks of participating in and leading innovation efforts in unpredictable markets. You'll learn how to conceive and participate in innovation initiatives that align with your firm's strategy, and recognise and capitalise on new opportunities for personal, product and process innovations.

WHAT YOU CAN EXPECT

By balancing corporate strategy with effective execution, this Business Innovation Series presents new ways to think about and participate in innovation day-to-day as well as helping your company sustain competitive advantage over the long term. By doing so, you'll be better able to help keep your company at the forefront of innovation and your professional development on the edge of 21st century leadership.

YOUR PROGRAM OF STUDY

Focused on the practices of some of today's most successful companies, this Series offers insights into a range of product, service and organisational development challenges and opportunities. Specifically, you'll explore ways to develop experimentation capabilities within your organisation, assess disruptive technologies and concepts, and engage and motivate your colleagues to embrace an innovation mindset.

Specific learning outcomes include:

1. Understanding the drivers and barriers to the adoption of innovations in business.
2. Understanding of disruptive innovation.
3. Comprehension of the concept of "competitive advantage" and how it can be created, maintained, or lost.
4. Understanding the concept of "design thinking" and the role of culture in corporate entrepreneurship.
5. Understanding how a set of principles and a deep commitment to producing great products can drive sustained business success.
6. Demonstrating how innovation and experimentation can lead to transformation in products, services, and business models.
7. Appreciating the challenge of continuous innovation and strategies to achieve it.
8. Understanding how the focus of innovation changes within an organisation.
9. Understanding the importance of the individual in innovation.

WHO IS RIGHT FOR THE PROGRAM

The program is designed for business owners, professionals and managers from all sectors and industries. This Education Series is well suited for, knowledge workers, advisers and managers from a variety of functional business areas, such as marketing, sales, finance, operations and HR. Cross-functional or intradepartmental teams are encouraged to apply.

It's also a terrific opportunity for professional advisers to come along with key client staff that you serve. The composition of the class will be split equally between men and women and applicants will be accepted on a first come basis. There is a maximum of 100 places available.

THE HARVARD CASE STUDY METHOD AND PROFESSIONAL NETWORKS

Pioneered by Harvard Business School, the Business Innovation Series uses the Harvard Case Study method. As a core element of your learning experience, the case study method is an educational innovation that presents the greatest challenges confronting leading companies, non-profits, and government organisations—complete with the constraints and incomplete information found in real business issues. Students are placed in the role of the decision maker. There are no simple solutions; yet through the dynamic process of exchanging perspectives, countering and defending points, and building on each other's ideas, students build skills in analysing business issues, exercising judgment, and making difficult decisions—the hallmarks of skilful leadership.

Students will be placed in Professional Circles that will act as a Study Group. These will be formed at the first class and will generally meet to discuss the specific Case Study prior to Classes 2, 3 and 4.

In addition, Australian Business Leaders will visit the classes and provide students with insights on the innovation strategies they are pursuing.

There will be opportunities immediately after each class to meet and network amongst faculty, students and guest Business Leaders.

A core benefit of the Business Innovation Series is the expansion and development of professional networks among students.

CASE STUDIES IN THE SERIES

During the Series students will study the industries and specific innovation challenges and strategies of the following four organisations:



Oakland Athletics's

Major League Baseball Team

(as featured in the movie Money Ball starring Brad Pitt)



Fortescue Metals

An Australian Innovations Story



Vogue

Defining the Culture of Fashion



Apple

Design Thinking

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FACULTY

The Business Innovation Series has been developed by and is taught by Harvard Business School graduates and former faculty who are widely recognised as skilled educators, researchers - and actual corporate innovators and entrepreneurs. Through consulting, innovation project leadership and teaching, our faculty leverage their business expertise and research to share leading concepts that shape the practice of innovation and leadership by their students. Our 2015 Faculty are Professor Michael Vitale and Doctor Stephen Spring.

Professor Michael Vitale



Michael graduated from Harvard Business School with an MBA in 1982 and served on the Harvard faculty until 1988. He has co-founded 4 companies and moved to Australia to become the Foundation Professor of Information Systems at the University of Melbourne. He has been a faculty member at Melbourne Business School, Monash University and Dean of the Australian Graduate School of Management (AGSM). He co-developed the Master of Management (Innovation) course at Melbourne University and is currently a Professor in the Faculty of Information Technology at Monash and Professional Fellow at the University of Melbourne.

Dr. Stephen Spring



Stephen has a Bachelor of Engineering from Monash University, an MBA from Harvard Business School and a PhD from the Australian Graduate School of Entrepreneurship at Swinburne University. Stephen's PhD explored how large Australian company boards influence corporate entrepreneurship. He is an adjunct faculty member at the University of Adelaide and was a Senior Teaching Fellow at the Australian Graduate School of Entrepreneurship.

During his career Stephen has built oil-rigs, consulted with McKinsey & Company, managed a start-up fish-farm; managed business development for Amcor; founded an internet start-up, and more recently established an electronic parcel locker supplier in Asia.

APPLICATIONS CLOSING DATE: MAY 15th 2015

Due to the high level of demand for places and prior preparation time required before the first class, applications and payment must be made prior to May 15th, 2015.

Since qualified candidates are admitted on a rolling, space-available basis, early applications are encouraged. Although there are no formal educational requirements, proficiency in written and spoken English is essential. Because the Business Innovation Series enhances the innovation capacity of the participants, and their organisations, participants are expected to be well prepared for each class and are required to actively participate in study groups and class sessions.

The Business Innovation Series is being administered by The Human Performance Company with the net proceeds being donated to the Harvard Club of Victoria's Non-profit Fellowship. These Fellowships enable up to 3 Victorian CEO's of Non-Profits to attend Harvard Business School's program 'Strategic Perspectives in Nonprofit Management', in Boston each year.



The Harvard Club of Victoria thanks NAB, the Human Performance Company and the Business Innovation Series Faculty for their support of the Non-Profit Fellowship.