Leading Innovation

COURSE DESCRIPTION
Do you have what it takes to inspire people to practice—rather than just talk about—innovation? Professor Bob Sutton digs into the differences between leading innovation and managing routine work, reviews the hallmarks of skilled leaders with a special focus on staying in tune with the people you lead. The course features interviews with three star innovators: Mauria Finley, experienced corporate executive at large firms including Netscape and eBay and now CEO of Citrus Lane; Perry Klebhan, former CEO, inventor of the modern snowshoe, and head of executive education at the Stanford d.school; and Diego Rodriguez, partner at IDEO, author of the renowned Metacool blog, and cofounder of the Stanford d.school.

LEARN HOW TO
• Manage creativity and innovation
• Develop the skills of an in-tune leader
• Build and maintain a talented, motivated team
• Close the knowing-doing gap
• Embrace “failure” and learn from it

FACULTY
Robert Sutton
Professor, Management Science and Engineering, and Professor of Organizational Behavior (by courtesy), Stanford Graduate School of Business

Bob Sutton is a Professor of Management Science and Engineering in the Stanford Engineering School. Sutton is also co-founder of the Stanford Technology Ventures Program and the Hasso Plattner Institute of Design (d.school), a multi-disciplinary program at Stanford that teaches and spreads “design thinking.” He is an IDEO Fellow, member of the Institute for the Future’s Board of Trustees, and a Professor of Organizational Behavior, by courtesy, at Stanford Graduate School of Business. Sutton studies the links between managerial knowledge and organizational action, innovation, and organizational performance. He has received many honors, including named as one of ten “B-School All-Stars” by BusinessWeek in 2007.

QUESTIONS
Please contact us at 650.741.1630 or stanford-innovation@stanford.edu.

MORE INFORMATION AND REGISTRATION
For more information and to register for courses, please visit us online at create.stanford.edu.