Stanford | Innovation and Entrepreneurship Certificate

Scaling Excellence: How You Can Help Make it Happen

COURSE DESCRIPTION

Growth requires getting people to do more and do it better. Senior executives, managers, frontline employees and other players need to spread existing pockets of excellence to more people in more places and require everyone to do things better. This course is based on the premise that scaling is a crucial skill for building vibrant and enduring organizations—small startups to large enterprises—in every industry and sector. You will learn best practices, hear from industry leaders who have successfully scaled excellence through innovation, and apply those principles.

LEARN HOW TO

- Evaluate the scaling capacity of your organization
- Identify the most effective approach for scaling excellence— fluid or structured
- Build an organizational mindset of accountability and ownership
- Use the physical work environment to encourage and reinforce positive behaviors
- Avoid traps that inhibit scaling

FACULTY

Hayagreeva Rao
Atholl McBean Professor of Organizational Behavior and Human Resources, Stanford Graduate School of Business; Professor of Sociology (by courtesy), School of Humanities and Sciences at Stanford

Professor Rao is widely published in the fields of management and sociology, with a focus on collective action within organizations and in markets. His recent work investigates the role of social movements as motors of organizational change. He teaches courses on leading organizational change, building customer-focused cultures, and organizational design to MBA and executive audiences. He has consulted with, and conducted executive workshops for, organizations such as Aon Corporation, British Petroleum, CEMEX, General Electric, Hearst Corporation, IBM, Mass Mutual, James Hardie Company, Seyfarth and Shaw, the American Cancer Society, and the intelligence community.

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.
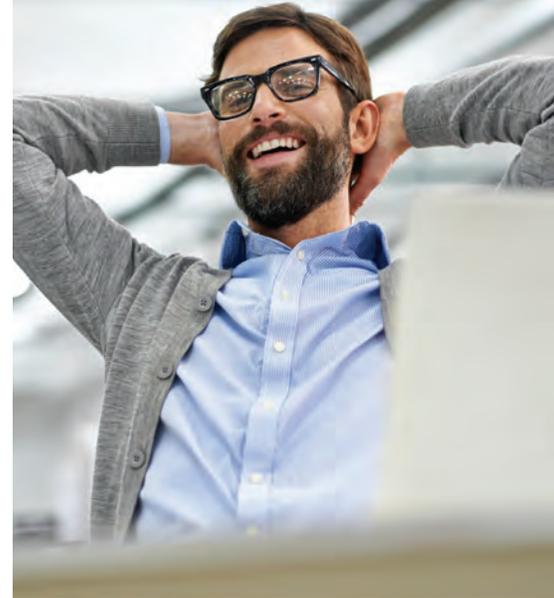
Course Modules

- Introduction
- Message and Three Mantras
- Scaling Principles
- Scaling Traps

Course Requirements

To complete the course, students must:

- Watch all course videos
- Complete all exercises
- Pass the final exam
- Submit course evaluation

The final exam consists of 15 multiple choice questions. A score of 86% or higher is required to pass.

Course Materials

All course materials are provided within the course's user interface. These include the course videos, exercise instructions, and other course handouts.

Tuition

Course: $995 USD
Certificate: $8,035 USD

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