Strategy Driven Innovation

COURSE DESCRIPTION
Many successful companies shape their high-level strategies by relying on simple rules, not complicated frameworks. Even very established organizations can introduce a continuous stream of new products and services by simplifying their processes and encouraging an atmosphere of “structured chaos.” This course explores how companies can continue to innovate successfully through simple rules and streamlined processes.

Also, learn about creating and tying together “genetic” growth strategies for the short-term and “probing” strategies for the long-term. Examine case studies to evaluate why some strategies drive innovation and others fail. Explore how simple rules can outperform extensive analysis and information. Practice the ideas in your own situation.

LEARN HOW TO
• Use simple rules as an alternative to complex processes
• Translate current strategy into growth
• Develop strategies for multiple time frames
• Work with a strategy paradigm of structured chaos
• Recognize rhythmic elements as drivers for strategy creation

FACULTY
Kathleen M. Eisenhardt
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Professor Eisenhardt’s work centers on strategy and organization, in uncertain, high-velocity markets, especially in technology-based companies and high-velocity industries. She is currently studying the use of heuristics in strategies, creation of synergies in multi-business corporations, building alliance portfolios by entrepreneurial firms, and strategic interaction. Professor Eisenhardt has worked extensively with a variety of firms, ranging from telecommunications, software, computing, biotech, and semiconductor to agribusiness and solar power. She is a co-author of Competing on the Edge: Strategy as Structured Chaos, winner of the George R. Terry award for outstanding contribution to management thinking and named one of the top ten business and investing books by Amazon.com. Professor Eisenhardt also has published in a variety of academic and management journals.

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