In the past several years, the business world has undergone dramatic changes—including intense global competition, rapidly changing technologies, and the immersion of new market leaders. These changes have created the need for a stronger understanding of the key mechanisms and processes that organizations use to stay innovative and therefore, competitive.

An **Innovative Organization** designs, develops, markets, sells and finances its product or service in a way that sets it apart from its competitors. In today’s fast-paced Internet- and telephony-driven world, innovation is both a desired trait and a necessity for survival. But how do organizations capture, develop, embrace, and harness innovation? How do employees (often the founders or leaders) bring **creative individualism** to the organization?

In a study conducted by the Wall Street Journal among 600 placement counselors the most desired traits for graduating students in business or with MBA degrees were: **Creative problem solving, team building and ability to communicate**.

**This course will provide Goizueta students with the education they need to develop these desired traits and stronger recruiting outcomes based on what they have learned.**

- Discover your innovation potential
- Solve marketing problems creatively
- Learn tools and develop skills you can use now to go to market differently
- Explore your natural creativity and differentiate yourself in the marketplace
- Leverage the creative process to produce inspired decisions and actions in your work and personal life

The course modules address the following areas:

**Module #1: Understanding creativity and innovation**—Learn how to unblock habits that stop creative thinking that leads to innovation.

**Module #2: Leadership in innovative organizations**—Explore your own creative thinking preferences and understand how creative preferences affect the level of innovation in teams.

**Module #3: Functional innovation and creative thinking**—Learn the Osborn/ Parnes creative problem solving process and how it relates to design thinking.