

INNOVATION CENTER

EMPOWER YOUR MANAGERS TO DRIVE GROWTH WITH A PREMIER COLLECTION OF CONTENT ON INNOVATION

THIS GO-TO RESOURCE SHOWS LEADERS HOW TO MAP INNOVATION STRATEGIES, DRIVE INNOVATION ACROSS THE ORGANIZATION, AND MAKE INNOVATION A CORE CAPABILITY TO SUPPORT ONGOING GROWTH

THE INNOVATION CENTER equips business leaders with insights, ideas, and tools to approach innovation strategically and systematically. Drawing on the work of renowned experts on innovation and creativity, the *Innovation Center* challenges leaders to consider not only new products or services, but also novel ways to look at business processes, organizational structure, and innovation management.

CONTENT

PRACTICAL ADVICE, USEFUL TOOLS, AND FRESH DESIGN

The *Innovation Center* acts as a wellspring to growth by offering different perspectives on how to create game-changing offerings. Your managers will find a multitude of thought-provoking concepts and valuable resources they can use to help define strategy, actively manage for creativity, and improve innovation processes.

The Innovation Center represents a premier collection of articles, videos, case studies, and *Harvard Management Mentor* topics, including worksheets, tools, and forms organized around each of the three sections.

- o **Strategy:** Explores how to find innovation opportunities and formulate an innovation game plan.
- o **Management:** Describes how to develop a climate that fosters creativity and manage the productive tension that results.
- o **Process:** Examines how to mitigate risk through early prototyping and the importance of close collaboration with customers.

Managers' Guide and Toolkit

A comprehensive Managers' Guide suggests specific learning paths for different situations and audiences. An instructive Managers' Toolkit makes it easy to cascade groundbreaking ideas and best practices on innovation throughout a group or organization. The Toolkit features resources for each section on how to "take it to the team," with Conversation Starters to e-mail to colleagues and Facilitation Guides for group discussions and debriefings.



Coverflow is a quick and easy way to browse content.



Prima|CUX

HIGHLIGHTS

- > Managers' Guide and Toolkit
- > Engaging videos
- > Conversation Starters
- > Dynamically updated content
- > Innovation Wire with RSS links
- > Quick "Coverflow" learning path

EXPERTS

The *Innovation Center* draws on the work of recognized foremost thinkers in the field of innovation:

SCOTT ANTHONY

President, Innosight, and co-author of *Seeing What's Next: Using the Theories of Innovation to Predict Industry Change*

CLAYTON M. CHRISTENSEN

Co-founder, Innosight, Harvard Business School professor and co-author of *Seeing What's Next: Using the Theories of Innovation to Predict Industry Change*

GARY HAMEL

Founder, Strategos, and author of *The Future of Management*

DOROTHY LEONARD

HBS, William J. Abernathy Professor of Business Administration, Emerita, and author of *Deep Smarts: How to Cultivate and Transfer Enduring Business Wisdom*

STEFAN THOMKE

HBS, William Barclay Harding Professor of Business Administration, and author of *Experimentation Matters: Unlocking the Potential of New Technologies for Innovation*

> For more information visit:
www.primacux.com

PROGRAM ELEMENTS

EASILY INTEGRATED INTO YOUR DEVELOPMENT PROGRAMS

Blend the best ideas on innovation into your leadership development curriculum. The resources in the Center can support and reinforce both self-directed learning and group action learning.

The Center is organized for fast, easy navigation across a breadth of learning assets:

CONTENT	Three content areas—Strategy, Management, Process—cover the broad continuum of business challenges pertaining to innovation.
FEATURED EXPERTS	Each section has a video introduction by a leading expert, which highlights key conceptual material covered in the section.
MEDIA COLLECTION	Provides an extensive selection of articles, videos, tools, case studies, and <i>Harvard ManageMentor</i> topics.
THE MANAGERS' GUIDE	Offers suggestions on how to use the Center's collection of content for different situations and different levels.
THE MANAGERS' TOOLKIT	Contains aids for managers or facilitators on how best to cascade the <i>Innovation Center's</i> learning content to groups and individuals, with: Conversation Starters Index: offers quick access to an index of all the Conversation Starters, listed by section, that will stimulate curiosity and discussion around a specific topic. Tools Index: simplifies access to all the tools in the collection, listed by section. Blended Learning: provides classroom guides for both facilitators and participants.

ADDITIONAL FEATURES

Innovation Wire links users to top sources for the latest news and thinking in innovation.

Flexible Array of Materials is easily integrated into blended learning.

Coverflow Design allows managers to easily browse through and select materials of interest.

Site Paths and Index provide quick access to all site assets.

SUPPORT

THE INNOVATION CENTER is quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy and can also customize the product to meet the specific needs of your organization for even greater impact.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

TARGET AUDIENCE

THE INNOVATION CENTER provides advice, tools, and resources for leaders at all levels who must motivate team members and manage business processes to support ongoing growth and innovation.

The **Innovation Center** delivers useful tools and thought-provoking concepts to your managers. Building and refining your managers' abilities to drive innovation will directly affect your organization's success and future growth.

COMPLEMENTARY OFFERINGS

Extend the **Innovation Center's** impact with:

◦ THE TALENT MANAGEMENT CENTER

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

LEARN MORE

Prima & Corporate University Xchange
PO Box 69057, Riyadh 11547
Saudi Arabia
Tel 00966 1 461 0677
Fax 00966 1 466 1822
admin@primacux.com
www.primacux.com