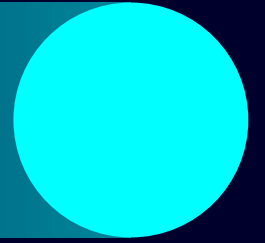



STRATEGY POWERED BY INNOVATION

Course Calendar




July 2023 Cohort

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
16	17	18	19	20	21	22	
				Live Session #1 U.S. EDT 10-11:30am CET 16:00-17:30	Self-Paced Online Course 1-3 hours total		
23	24	25	26	27	28	29	
Self-Paced Online Course (cont.)	Live Session #2 U.S. EDT 10-11:30am CET 16:00-17:30	Self-Paced Online Course (cont.)		Live Session #3 U.S. EDT 10-11:30am CET 16:00-17:30	One-on-One Mentoring Session 30 minutes, choose your time slot		
30	31	1st August	2	3	4	5	
	Live Session #4 U.S. EDT 10-11:30am CET 16:00-17:30	One-on-One Mentoring Session					

 On your own

 With cohort peers

 Personal mentoring

MODULES



Live session #1: Innovation isn't what you thought it was

- Innovation, Strategy and everything in between
- Why is a systematic and disciplined approach important? Isn't creativity all about chaos?
- Cognitive fixedness: how it blinds us to solutions and how we can overcome it to find breakthrough solutions



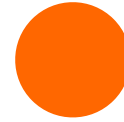
Live session #3: What is your innovation strategy?

- Innovation mapping: which tool to use, and why should you take the time to explore?
- SIT's 7 Elements™: a descriptive and prescriptive model for organizational innovation
- From resistance to collaboration: How to use Persuasion to overcome resistance to innovation



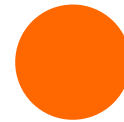
One-on-one mentoring session

- With an expert, work through a topic from your business life, using the skills that you have acquired to this point
- Discuss your upcoming steps



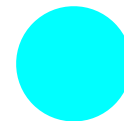
Live session #2: Reorganize your toolbox

- How to reorganize different tools and methodologies to unlock your organization's full potential
- SIT's toolbox: from theory to practice
- Prepare your own business topic for our personal mentoring session



Live session #4: Transition your new skillset into your work environment

- Uncover the hidden assumptions behind the problem
- Overcome business contradictions without compromise; rather than optimizing the tradeoff, learn to resolve the contradiction to achieve an ideal solution
- How and where to find opportunities to use your new skills back at work



One-on-one mentoring session

- With an expert, work through a topic from your business life, using the skills that you have acquired to this point
- Discuss your upcoming steps

FACULTY



Prof. Jacob Goldenberg splits his time as Professor of Marketing at Columbia Business School in New York and at the Arison School of Business Administration at the Reichman University in Hertzelia. Prof. Goldenberg received his Ph.D. from the Hebrew University of Jerusalem in a joint program of the School of Business Administration and Racach Institute of Physics.

His research focuses on creativity, diffusion of innovation, complexity in market dynamics and social networks effects. He is an Academic Trustee of the Marketing Science Institute. Jacob was the editor-in-chief of the International Journal of Research in Marketing and now is an area editor for Journal of Marketing Research and Journal of Marketing and serves on the editorial board of Marketing Science. He has published papers in the Journal of Marketing, Journal of Marketing Research, JPSP, Management Science, Marketing Science, Nature Physics, and Science. In addition, he is the author of two books by Cambridge University Press and one by Simon & Schuster. His scientific work had been covered by the New York Times, Wall Street Journal, Boston Globe, BBC News, and International Herald Tribune.



Yael Manor specializes in creating large scale innovation programs for multinational organizations. Her corporate training programs, into which she weaves the needed company architecture to support innovation, has won internationally-recognized awards for effectiveness.

One of the keys to her programs' success rate is the correct balance – in design and delivery – between remote and onsite sessions; group dynamics and individual tasks; and customized vs generic support materials.

Yael's experience with innovation spans two decades. She started with SIT methodology in 2002, took a short hiatus to learn and then practice law, and rejoined us in 2016. After passing the bar, she worked at top-tier Tel Aviv firms as a legal consultant for both public and private sectors. Her clients inevitably receive unanticipated value as she brings her strengths as “Renaissance Woman” to every opportunity. Yael holds an MBA (Cum Laude) majoring in Management and Business Psychology, an LLB, and a BA in Psychology.

FACULTY



Drew Boyd is a C-suite advisor on creativity and innovation, international public speaker, award-winning author, podcaster, and professor of marketing and innovation. He is widely recognized as one of the foremost experts, trainers and thought leaders in corporate innovation methods. Drew first joined SIT 20 years ago, when he was a Director at Johnson & Johnson, and – experiencing the impact it had on his company – has been a practitioner and evangelist of the method ever since. Drew is co-author of *Inside the Box: A Proven System of Creativity for Breakthrough Results*; and *Adding Prestige to Your Portfolio: How to Use the Creative Luxury Process to Develop Products Everyone Wants*. His work has been featured in *The Wall Street Journal*, *Bloomberg*, *Forbes*, *Industry Week*, *Psychology Today*, and *Strategy+Business*. Drew also hosts the podcast *Innovation Inside the Box*.



Erez Tsalik is a sought-after keynote speaker, frequently invited to share his profound experience in innovation and creativity in conferences world-wide, including TEDx and TED India. You can also find him guest lecturing in graduate and undergraduate programs on virtually any continent, from Columbia University, to London Business School, to Hong Kong University of Science and Technology, Singapore Institute of Management, MET India, Tel Aviv University.

Before joining SIT 18 years ago, Erez spent 10 years in the field of IT as Systems Manager and then CIO. In parallel, he works as an academic consultant with a rich background in education, specifically the development and production of educational workshops and seminars.

REGISTRATION

The July 2023 cohort is **open for registration**

\$1,200 per participant

Discounts available for multiple participants from the same organization.

Want to learn more?

One of us will be happy to discuss this with you

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www.sitsite.com

