

Grow your career.  
Level up for the future.

# Masters Certificate in Innovation Leadership

Unique in North America, the Masters Certificate in Innovation Leadership is both comprehensive and practical.



**Schulich**  
School of Business  
Executive Education

**YORK U**



## Masters Certificate in Innovation Leadership

Unique in North America, the Masters Certificate in Innovation Leadership is both comprehensive and practical. With insights gleaned from decades of global experience in the innovation strategy space across all industries and sectors, this program has been designed to help leaders build the strategic and process capability for innovation required for success in today's uncertain times.

**Grow your career.**  
**Level up for the future.**



10 days of study over 6 months + supplementary readings and coursework



Book this program [online](#)



## Masters Certificate in Innovation Leadership

The Masters Certificate in Innovation Leadership provides business and public-sector professionals with the critical innovation strategy leadership competencies to help their organizations execute creative responses to tough business challenges. Participants in this course learn how to cultivate a culture of innovation and deliver enhanced business and organizational results. They also learn to successfully embed innovation into organizational strategy and process. The program comprises two five-day modules, which can also be taken separately for standalone certificates.



10 days of study over 6 months + supplementary readings and coursework



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# Program Highlight



## 10 Days of Study

Rich learning in just 10 days of study over 6 months, with supplemental readings and coursework outside of the classroom.



## Advancing Your Career

Develop the mindset and unique leadership skills to implement a sustainable culture of innovation.



## World-class Instruction

Learn innovation tools, skills and processes you can implement immediately.



## Digital Badge

Receive a digital badge from Canada's #1 business school.

# Program Faculty

*Learn from the best.*



**Lee-Anne McAlear**



**Megan Mitchell**

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**Catherine Dine**

**Jim Harris**

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**Rob Lajoie**

MBA

**Shane Saunderson**

PhD, MBA, B.Eng.

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**David S. Weiss**

PhD, ICD.D. CHRE, CHSPC



**This program exceeded my expectations. I feel it was a great base to build upon when I return to work.**

**L. Ryan**

Director, Financial Policy and External Reporting, Bank of Canada



**Engaging facilitators, practical application and excellent tools that can be put to use when back in the workplace.**

**A. Barger**

Senior Manager Commercial CS and Inside Sales, Allegran Canada



**This program certainly disrupted my existing notion of innovation. It isn't spontaneous, it isn't a eureka moment. It's much more deliberate and requires great discipline. I'm confident this course will help bring that discipline to our organization.**

**T. Calder**

VP, Client Strategy, Search Engine People

# Certificate in Strategic Innovation and Creative Leadership



## DAY 1

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### The Essential Links

- Define innovation in your organization
- Identify strategic levers of innovation

### Innovation as a Practice

- Learn how to apply the FourSight assessment
- Study the principles of creative thinking
- Explore how to overcome barriers

## DAY 2

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### The Challenges of Leading an Innovating Organization

- Examine the critical nature of innovative thinking
- Identify the challenges of leading innovation
- Learn how to conduct an effective risk assessment

### How much and what kind of Innovation do you want?

- Explore types of innovation
- Examine the forces driving relentless change
- Learn how to avoid being blindsided

# Certificate in Strategic Innovation and Creative Leadership



## DAY 3

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### Innovative Company Site Visits

- Learn from organizations that emphasize culture, space and engagement

### Introduction to Design Thinking

- Examine the critical nature of insights
- Explore the design process and application

## DAY 4 - 5

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### Making Innovation Happen

- Learn how to build the case for change
- Determine the kind of change that is needed
- Learn how to overcome resistance
- Develop stakeholder influencing strategies

### The Culture of Innovation

- Explore how culture enables or suppresses innovation

### Leading Breakthroughs

- Learn how to lead self, team and enterprise-wide innovations
- Consider how to integrate tools, skills and mindset



# Certificate in Advanced Design Thinking for Innovative Leaders



## DAY 1

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### Creating a Plan and Identifying Challenges

- The case for user-centered design
- Key principles, philosophy and creative problem-solving framework
- The importance of empathy, addressing physical and emotional needs
- Planning your approach to solving challenges
- Finding and clarifying opportunities

## DAY 2

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### Making Discoveries

- Deep customer discovery and design inquiry
- Techniques to understand your customers better
- Hands-on exploration of issues
- Identifying your most powerful discoveries and insights
- Reverse engineering

# Certificate in Advanced Design Thinking for Innovative Leaders



## DAY 3

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### Insights & Generating Ideas

- Diverging and converging guidelines
- Identify the most crucial elements of your discoveries
- Apply different tools and techniques to generate game changing ideas
- Concurrent prototyping to accelerate validation

## DAY 4 - 5

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### Prototyping and Acceptance

- Qualitative and quantitative methodologies for idea validation
- Barriers to adoption and stimulating innovation adoption
- Learning from experimentation and failing fast

### Catalyzing Implementation

- Accelerating buy-in and implementation
- Keeping the momentum going
- Tailoring approaches for future projects
- Personal reflection and application

# Who Will Benefit



## Mid-Career Leaders

Mid-career leaders responsible for developing strategies or influencing a culture of innovation—including project managers, human resource managers, and line leaders in product development, service, marketing and sales, operations and IT—will gain the unique creative skill sets to advance to more senior positions.



## Senior Leaders

Directors and senior leaders in industries like operations, development and consultancy will improve their organization's innovation culture and skills, and successfully embed innovation into their organizational strategy and processes.

# Completion Benefits



## Masters Certificate

Awarded when a series of more extensive courses are completed.

After completing the Masters Certificate in Innovation Leadership program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



70 HRP-CPD Hours. This program has been approved for CDP hours under Section A of the Continuing Professional Development (CPD) Log of the Human Resource Professionals Association (HRPA). Be sure to note the program ID number on your CPD log. For more information about certification or continuing professional development, visit the HRPA website at [www.hrpa.ca/hrdesignations\\_/Pages/Continuing-Professional-Development.aspx](http://www.hrpa.ca/hrdesignations_/Pages/Continuing-Professional-Development.aspx)

# Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

## **We are #1 Business School in the country**

We have the privilege of being ranked #1 and teaching top students from around the world.

## **Our Program is Unique**

Distinction from growing competition in the job market.

## **We Provide a Combination of Skill Specialization & Range**

Deepen your current skills and acquire new ones.



# About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

## We provide:

- Short courses building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

## Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





## Schulich ExecEd, Schulich School of Business at York University

500-222 Bay Street. Toronto, Ontario M5K 1K2

1.800.667.9380

[execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca)

[execed.schulich.yorku.ca](http://execed.schulich.yorku.ca)



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