

Grow your career.  
Level up for the future.

# Certificate in Futureproof Your Organization



**Schulich**  
School of Business  
Executive Education

**YORK U**




## Certificate in Futureproof Your Organization

Innovative businesses understand that the development of innovative products and services utilizes a different approach to product and service development than traditional incremental thinking. Using the most relevant foresight tools and techniques with a focus on user needs at the outset increases the likelihood that proposed solutions will achieve organizational success.

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

 3-day program

 Book this program [online](#)



## Certificate in Futureproof Your Organization

Long-term business success requires the ability to develop and sustain innovations that anticipate, meet and exceed users' current and future needs. This three-day program prepares any leader to be an expert in the approach for strategic foresight and innovation and gives them the tools and techniques used to solve every business challenge.

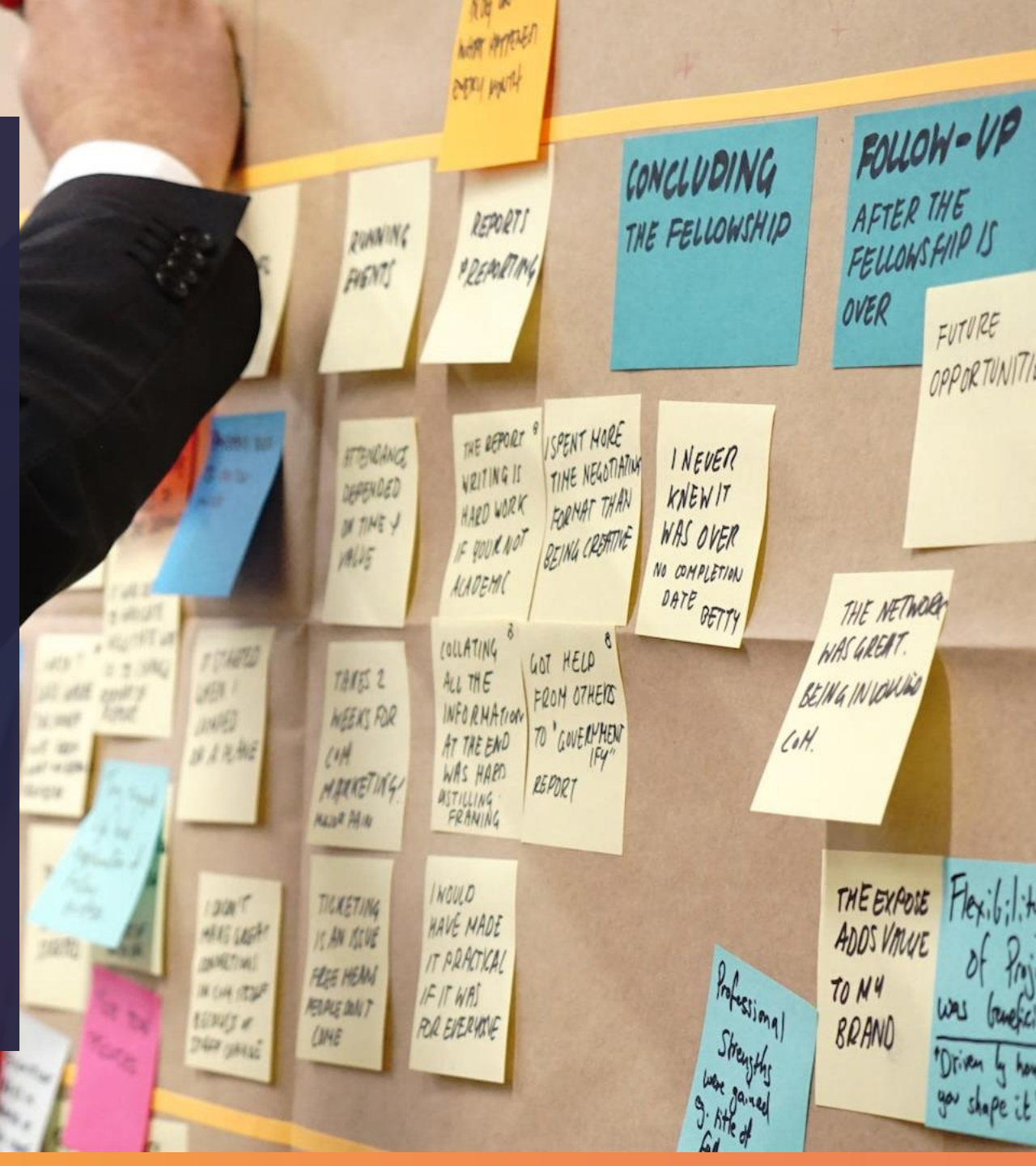
This program is one of two modules that lead to earning a full Masters Certificate in Innovation Leadership.



3-day program



Book this program [online](#)



# Program Highlight



## 3 days of study

Rich learnings in just  
3 days of study



## Strategic Foresight

Learn to anticipate future  
trends and disruptions to  
develop proactive  
innovation strategies



## Advancing Your Career

Equip with the skills to  
identify and leverage  
unmet user needs for new  
opportunities



## CE Credits

35 HRP-CPD Hours

# Program Content



## Day 1- Strategic Foresight

---

- Tools for futureproofing and innovation
- Defensive strategies for innovation
- Offensive strategies for capturing new opportunities

## Day 2 - Entrepreneurship

---

- Entrepreneurial mindset and behaviours
  - Characteristics of an entrepreneurial mindset
  - Cultivating entrepreneurship in organizations
- Influence, Persuasion and Adoption
  - Persuasion skills for innovators
  - Driving adoption of innovative ideas

# Program Content



## Day 3 - Innovation for Real

---

- Visualization and Storytelling
  - Communicating innovation through visualization
  - Storytelling techniques for innovators
- Panel, Studies and Action Planning
  - Insights from successful innovators
  - Panel discussions on innovation challenges and solutions
  - Action planning for implementing innovation strategies

# Who Will Benefit



## Strategists

Develop the ability to identify and capitalize on emerging trends, using strategic foresight to position their organization ahead of the competition.



## Mid-Career Leaders

Learn to foster a culture of innovation and drive creative solutions to business challenges. Ideal for managers and senior managers.



## Senior Leaders

Gain the skills to lead enterprise-wide innovation initiatives, cultivating resilience and adaptability within their organizations.

# Completion Benefits



CERTIFICATE

Schulich ExecEd  
Program

## Certificate

Provided upon completing a longer program that may comprise several badges signifying a more extensive skill set.

Upon completion of this 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.



18 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 programs 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/)



SchulichExecEd



SchulichExecEd



SchulichExecEd



SchulichExecEd

