



# LEADERSHIP NEXT

INNOVATIVE SUCCESS STRATEGIES  
THROUGH DESIGN THINKING

Start Date: 27 July 2022 | CII Virtual Platform

In Collaboration with

academy.  
**igesia.co**



# LEADERSHIP NXT-

## Preparing Innovative Leaders of Tomorrow through Design Thinking



A program designed to keep you at the leading edge of success.



Connecting you to the best faculty.



Delivered via live virtual teaching on the CII SNCEL learning platform.



Attested with a Record of Completion from CII & Igesia Academy



Gain the knowledge and confidence to successfully leverage the innovative potential of your organization



## KEY INSIGHTS:

65% of high-growth companies plan to collaborate with customers during the innovation process, compared to 54% of other companies. (Accenture)

“54% of innovating companies struggle to bridge the gap between innovation strategy and business strategy.” PwC’s Innovation Benchmark 2017

85% of digitally mature companies cite innovation as a strength of their organizations, compared with 36% from developing outfits and only 10% from early-stage companies. ( MIT Sloan Management Review and Deloitte)

Top drivers for innovation today include enhancing customer experience (53%), driving revenue growth (53%), and developing new products and services (45%). (Source: Gartner)

Marketers said their biggest barriers to innovations are risk resistance (46%), inability to measure impact (41%), and talent shortages (41%). (Source: Gartner)

By 2022, as innovation becomes synonymous with disruption, 40% of CIOs will co-lead innovation in their organizations. (Source: IDC)



## ABOUT THIS PROGRAM

Multiple forces of change have increased the need for companies to excel in innovation for winning in the marketplace. Enhancing the innovation readiness of firms requires a multi-faceted approach that touches upon all aspects of business strategy and a rigorous discipline in execution.

Successful innovation strategies and design thinking have been the key differentiator for firms like Apple, IBM, Google, Airbnb, PepsiCo, and Nike to be successful brands. These players are agile in design and innovation of products and services as per the voice of the customers.

This program will be an experiential learning journey, bringing together business leaders, technocrats, academia and industry experts for an enriching, multi-disciplinary learning on the inescapable need for leaders to infuse an organization wide culture of design thinking, innovation and integrating technology for business success by focusing on customer centric products, service and processes. The program dwells on the strategic role of an inspirational leadership style to champion an innovative culture and investment in people to drive leadership in innovative products, services and business models and win in the marketplace.

# KEY LEARNING OUTCOMES

The goal of this course is to provide an effective combination of theory and practice in design thinking driven innovation. The program will provide a rich forum for in-class discussions. You will assemble key insights along three important dimensions:

- **Creativity and ideation:**

The program will describe approaches to enhancing creativity and the process of ideating new products and services. Design thinking will be highlighted as an approach to enhancing creativity and coming up with new products and service ideas.

- **Innovation readiness:**

Companies must work on multiple dimensions to enhance their innovation readiness. Investments in human talent have to be complemented by new processes and appropriate technologies.

- **Innovation leadership:**

Rigorous and disciplined execution is essential for innovation leadership. The program will outline the key essentials of managing the innovation process and also describe strategies adopted by different firms to drive innovation such as the creation of innovation labs and corporate ventures.

Upon completion of the program, you will be ready to apply your knowledge to lead the strategic management and execution of innovation in your business.

# THE PROGRAM PARAMETERS

- 5 interactive modules over 2 months for time bound learning
- 16 live as sessions for enhanced experiential learning
- Accomplished faculty from top global schools providing global perspective on key learning areas.
- Participation of industry experts offering multi-industry insights
- Dedicated Group Coach led collaborative learning sessions
- Certificate of Completion from CII & Igesia Academy

# PROGRAM INVESTMENT

CII members :                    **INR 80,000 + GST** per participant

Non CII members :                **INR 87,500 + GST** per participant

Provision of **10%** discount for more than **3** nominations from the same organization.

# WHO SHOULD TAKE THIS COURSE?

This program is designed for:

- A broad range of executives across industry sectors. Managers of all functions and senior executives can learn to effectively analyze, articulate and apply innovation management and design thinking insights in their teams and organizations.
- Leaders who desire to create a culture of innovation driven leadership by empowering members to think laterally and promote organization wide strategies coupled with relentless execution for innovation leadership.
- Leaders of tomorrow who are keen to introduce and embrace innovation in their organization so that they can differentiate themselves, stay relevant and drive growth by leveraging on their innovation DNA.
- Leaders willing to take the leap of faith in promoting a customer centric culture by leveraging design thinking in crafting business models, social interaction models, products and services

## THIS PROGRAM WILL BENEFIT YOU IF

- You are seeking to enhance the innovation readiness of your firm
- You are interested to leverage the forces of innovation and disruptive change
- You are keen to innovate in new product/service development and the creation of new business models
- You want to identify specific tools and approaches for driving design thinking and innovation in your firm.
- You are a senior executive wishing to champion design thinking and innovation campaigns within your organization.

# THE STRUCTURE OF THE PROGRAM

During the program you will have the chance to learn from world class faculty through live virtual lectures delivered on the CII learning platform. You will interact with industry executives and better understand ongoing trends in Indian and global business.

## ORIENTATION MODULE

You will be welcomed to the program and start connecting with fellow participants in the program and get an overview about the program. You will also start forming teams and start considering questions to explore during your collaborative learning journey.



## Module

# 1

### **Landscape of market and technology driven innovation management**

This first module of the course will present a broad overview of trends and directions in innovation management. Key drivers of innovation will be described including technological disruptions, changing millennial expectations, and intensifying global competition. Relevant approaches will be described and their practical implications in different business domains will be explored.

The module will also focus on how innovative products and services can arise from either leveraging fundamental technological breakthroughs or by understanding the needs of customers which are new or unmet. Specific tools and techniques that can be used to identify such innovations will be described in this module.

## Module

# 2

### **Design Ideation - Inspiration for customer-centric products & services development**

This module introduces the concept of customer-oriented design thinking as the foundation for any design innovation project, describes its role in the human-centered design process and how it transcends into innovation.

This module focuses on idea generation after identifying customer need from a design thinking perspective and the associated product and services development framework. It looks at application of applied creativity using divergent and convergent thinking for developing innovative products/services as well as business models which are sustainable.

## Module

# 3

### **Building Organizational Innovation Readiness**

Succeeding in innovation requires a flexible and agile organization. Processes must become flexible based on data-based experimentation. This module of the program will focus on how organizations need to work on multiple dimensions to enhance their innovation readiness to be successful in the competitive global marketplace.

The pandemic has already accelerated digital ways of working and living while boosting technology trends all over the world. This module highlights the critical role of innovation to business growth in an interconnected yet competitive worldwide economy.



## Module

# 4

### Infusing Design Thinking in the Organizational DNA

To overcome the pandemic and build back better, organizations need to innovate and translate great ideas into game-changing products/services. Firms must creatively integrate the human and technological dimensions within an appropriate strategic and governance framework. This module describes how organizations have embraced design thinking by realigning the organizational structure, culture, and strategy. It also provides insights on the key performance indicators and success factors of such an adoption.

It discusses on using design thinking in this dynamic and disruptive business environment to deepen the business transformation process in a world in which technology, innovation and creativity are of paramount importance at the global economic theatre.

## Module

# 5

### Innovation leadership

Rigorous and disciplined execution is essential for innovation leadership. The module will outline the key essentials of managing the innovation process and leadership essentials required to drive innovation. It looks at how leadership promote “Experimentation” as a source of learning, deploy smart automation to augment human capability and establish appropriate incentives and culture to promote a culture of innovation.

This module highlights the relevance of business leaders to create ecosystem where people can achieve their highest potential, innovating and creating to impact business results with a leadership style that encourages openness and encourages an innovation mindset amongst all employees.

## 16 SESSIONS: KEY HIGHLIGHTS

- 5 modules comprising of 2 sessions (total 10 sessions) of 75 mins duration each.
- Each session is delivered in a live synchronous mode by “Best in Class” faculty.
- 02 live virtual sessions with expert practitioners who provide a balanced perspective with appropriate combination of academic concept and practical relevance.
- 02 live virtual, “Reflections of Learning” sessions with program coach.
- 01 “Orientation” and 01 “Post program” session.
- Certification from CII and Igesia Academy.

# FACULTY

You will learn from world class faculty in this program. Possible faculty teaching in this program include:



## Dr Bruno Lanvin

Dr Bruno Lanvin is the President of the Smart City Observatory. He is also Executive Director of INSEAD's Global Indices, founder and CEO of D&L Partners, and co-founder and director of Portulans Institute. He has exercised senior responsibilities at the World Bank and in the United Nations. Since 2002 he has been co-authoring the Global Information Technology Report (INSEAD-World Economic Forum); he is currently the co-editor of the Global Innovation Index Report (INSEAD-WIPO-Cornell University).

## Professor Soumitra Dutta

Professor Soumitra Dutta is the Dean Elect, SIAD Business School, Oxford Univ, London. Currently he is a Professor of Management at and the former founding Dean of the SC Johnson College of Business at Cornell University, New York. He is the founder of the Global Innovation Index, published by the World Intellectual Property Organization and was the co-editor of the Global Information Technology Report, published by the World Economic Forum - two influential reports in technology and innovation policy. He is also the founder and President of Portulans Institute, a non-partisan nonprofit research and education institution based in Washington DC



## Professor Manuel E. Sosa

Manuel E. Sosa is an Associate Professor of Technology and Operations Management, the Director of the Heinrich and Esther Baumann-Steiner Fund for Creativity and Business at INSEAD. He is also the director of the new "Innovation by Design" on-line executive programme.

## Dr. Shubhajit Bose

Dr. Subhajit Bose is an accomplished business leader specializing in areas of strategy, business development, analytics & performance management. He has 23 years of rich experience in various leadership roles at American Express, Emirates Group and currently working as a Director & Head- Strategic Planning, Analytics & Controls (AO) in a listed company.



# FACULTY



## Dr. Rajeev Papneja

Dr. Papneja is the Co-Founder & Chief Growth Officer at Zentree Labs. Previously he was the Chief Growth Officer at ESDS Software solutions Pvt. Ltd, a fast growing Datacenter & cloud technology solutions company in India, Middle East. He has worked for many Fortune 500 companies in the USA: UPS, Ernst & Young, Dun & Bradstreet and Pfizer Pharmaceuticals to name a few. He has served as a senior advisor in “Board of Technical Advisors for IBM” for its SoftLayer Cloud initiative and also as a Reviewer for Microsoft Azure cloud book from Packt Publication. He holds Bachelors & Master’s degree in Computer Science from KTHM College and PhD. in Business Administration from Frederick Taylor University, USA.

## Mr. Vishweshwaran Ramakrishnan

He is the Chief Digital Officer (CDO) at Tamilnad Mercantile Bank Ltd. Previously he was the Senior VP - Digital & Customer at IDFC First Bank. He comes with more than 25+ years’ management experience in digital banking, payments channels, retail banking & sales. He is an expert in agile product development, product management & Innovations, project management and sales management.



## The Igesia Learning Experience Platform

Your learning and collaboration will happen within the CII Learning Experience Platform. Within Igesia’s unique integrated environment, you will be able to:

- Access your readings and assignments
- Participate in discussions on specific course topics
- Interact with world class faculty through live video lectures
- Collaborate on group projects through live video and chat interactions
- Interact with course participants
- Gain insights on emerging trends and techniques from prominent industry experts.
- Take charge of your learning through various system generated learning management inputs.

## Technical Requirements

You will need a current email account and access to a computer (or smart phone) and the Internet. Igesia is a cloud based learning platform and you can access it from any device connected to the Internet. You should also be familiar with using basic software such as Adobe PDF Reader and Microsoft Office Applications (Word, Excel, and Powerpoint). No programming knowledge is either assumed or required for benefiting from the course.

### About CII

The **Confederation of Indian Industry (CII)** works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes. Founded in 1895, India's premier business association has around 9100 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from around 288 national and regional sectoral industry bodies. With 68 offices, including 10 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community. With the theme for 2020-21 as "Building India for a New World: Lives, Livelihood, Growth", CII will work with Government and industry to bring back growth to the economy and mitigate the enormous human cost of the pandemic by protecting jobs and livelihoods.

### About CII Suresh Neotia Centre of Excellence for leadership

The **CII Suresh Neotia Centre of Excellence for leadership (CII-SNCEL)** is part of CII's Integrated agenda of building competitiveness through Centres of Excellence. CII-SNCEL is one of the 9 COEs set up for enhancing development and progress through a diverse range of services. Established in 2009, Centre was initiated with the purpose of serving as a key facilitator of leadership development across various segments of business and socio cultural demographics. CII-SNCEL was conceived on the core belief that the quality of leadership will play a vital role in enabling the 'new India' to succeed in its mission for inclusive growth and competitiveness, and thereby becoming a frontrunner in the global economy. Grooming current and future leadership is top priority for the 'new India' which is characterized by start-ups, first generation enterprises, family run businesses, digital revolution, disruptive business practices, global headwinds and growth of new institutions.

### About Igesia

**Igesia** is a global learning and education company with headquarters in Ithaca, New York (USA) and offices in Gurugram, India. The Igesia learning experience platform provides a seamless and learner-friendly interface by integrating the capabilities of four unique systems (learning management, messaging, video and project management) along with embedded AI nudges and real time analytics. Igesia connects the best faculty from world class universities to executives in India and other markets.

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