Leading & Building a Culture of Innovation
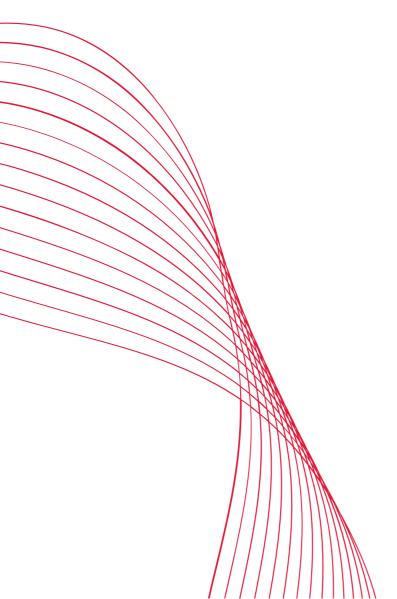
Overview

Innovation is no longer an option for organizations to stay relevant in the future. In the pre-pandemic era, the growing need to stay relevant was forcing companies to innovate and transform themselves. Many enterprises attempted to copy the DNA of Amazon, Apple, Facebook, and Google by merely implementing exponential technologies in the name of transformation, without putting people first. Progress was slow and they struggled to improve profitability from these efforts. They failed to realize that to be more innovative, we must be more human. As research published by HBR magazine in January 2020, just before the pandemic hit us, "culture" was identified as a critical factor than can catalyze or undermine business success. Since culture is easy to sense but hard to measure and change, we continue modernizing our past and fail to let go our old ways of doing business. With the increasingly uncertain business environment in the post-pandemic world, humancentric transformation and innovation becomes even more relevant. In addition to enabling business with technology, leaders not only need to drive innovation while being more empathetic, resilient, and agile, but now also have the added responsibility of building purpose-driven organizations with well-being, sustainability, diversity, and inclusion ingrained into their DNA. This highly experiential, 'hands-on, lean-in' workshop will help participants gain a first-hand understanding of the processes, mindsets and behaviors necessary to build and foster a culture of innovation and accelerate change by engaging in dynamic, collaborative activities.

Learning Objectives

▶ Understand and apply proven, new age leadership strategies to foster a culture of innovation and develop necessary mindsets and behaviors to break silos, build trust and psychological safety for effective cocreation

▶ Drive innovation with a shared purpose enabled by empathy, vulnerability, futures thinking, disruptive creativity, and agile collaboration within and across teams in the hybrid workplace.

▶ Utilize proven frameworks and methodologies to build lean startup mindset while applying design thinking coupled with systems thinking for holistic innovation outcomes

▶ Apply learnings from innovative organizations such as 3M, Pixar, Zappos, Microsoft, Dr. Reddy's, Apple, P&G, Google, Pepsi, among others for building highly successful innovation teams and spaces

▶ Understand how to address organizational challenges and the role of leaders in overcoming these barriers to driving human-centric innovation

▶ Play seriously with experiential toolkits, such as LEGO, playdough, chocolates, spaghetti, and other playful material to rediscover their inner child, think unbiasedly and arrive at meaningful outcomes

For Whom

This workshop is specifically designed for mid-senior level management across industries who are responsible for building and implementing a culture of innovation.

Agenda
Day 1

<u>Inspire</u> (Morning session)

Key Themes addressed:

▶ Paradoxes of leading innovation

▶ Beyond 2020 culture for innovation

▶ Innovation Culture Assessment and Maturity Model

▶ How the brain adapts to culture change

▶ The secret sauce: Leading innovation by design

<u>Discover</u> (Afternoon session)

Key Themes addressed:

▶ Co-creation – the organization imperative

▶ The mindset islands and key innovation accelerators in the BANI* world

▶ Building compassion, not just empathy

▶ Sharing vulnerability to build trust and connections

▶ Questions are the answer to why most innovations fail

Day 2

<u>Visualize</u> (Morning session)

Key Themes addressed:

▶ Innovation vs invention vs creativity

▶ Positive constructive daydreaming for strategic foresight

<u>Ideate</u> (Afternoon session)

Key Themes addressed:

▶ Neurodiversity in the workplace

▶ Psychological safety and trust in learning organizations

▶ Igniting disruptive thinking and creative storytelling

▶ Motivation and flow for greater creative outcomes

Day 3

<u>Implement</u> (Morning session)

Key Themes addressed:

➤ Driving innovation agility and experimentation with growth mindset

➤ Fostering empowering co-creation behaviors like starlings, bees and more

➤ Forming habits like a dragon warrior

➤ Building an experiential innovation culture solution

<u>Share</u> (Afternoon session)

Key Themes addressed:

➤ Sharing of innovation culture solutions by teams

➤ Addressing organization challenges in driving innovation, incl. gen Z and millennials talent

➤ Leading with a sandbox – spaces, toolkits, design and more

Programme Details

Programme Dates: 11 - 13 December, 2023

Programme Mode: 3 Days, In-Campus

Programme Fee: Rs. 30,000/- + GST Per Participant

Faculty

Dr. Avinash Jhangiani

Dr. Avinash Jhangiani is a visiting faculty in Executive Education at Mahindra University. He is a senior award-winning design-led innovation and digital transformation leader with more than two decades of experience in USA and India with Big 4 US Consulting, large MNC (Chief Information Officer) and global marketing agency (Managing Director and Chief Innovation Officer). From the time Jhangiani won Deloitte CEO's Innovation Quest Award in the US for his idea on Enterprise Sustainability Services in 2006 to leading the digital and mobility team at Omnicom Group's agency – PHD Media – that took home 4 Gold Lions along with a Grand Prix at Cannes Lions festival of creativity in 2014, he has been at the forefront of driving disruptive innovation for global brands and businesses.

As founder CEO and Chief Facilitator of Play2Transform Group, Jhangiani uses principles of human-centric design and play as a catalyst to accelerate innovation and transformation. These strategic training, workshop, coaching, and consulting services activate new age mindsets while fostering a culture of co-creation, empathy, disruptive creativity and agility for large enterprises across industries, such as Amazon, HP, LinkedIn, Cipla, Coursera, Deutsche Bank, Essar Group, Belden, Tata Communications, InMobi, Dentsu Inc, Samsung, among others. He also serves as a senior Design Thinking and Leadership faculty at Emeritus' ISB and Wiley's IIM Lucknow Executive Education Programs, NMIMS, S. P. Jain School of Global Management, among others. Jhangiani obtained his Master of Business Administration degree from Katz Graduate School of Business, University of Pittsburgh, USA, and a doctoral degree in business administration with a specialization in play and design-led innovation from Swiss School of Business and Management Geneva, Switzerland. As a part of a large social impact project called 'Dream On, India!', Jhangiani curated India's first Book of Dreams co-authored by more than 10,000 children, that has been endorsed by ASG, Supreme Court of India and a Nobel Peace Laureate.

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.

Mahindra™ University
Global Thinkers. Engaged Leaders.
CENTRE FOR EXECUTIVE EDUCATION

Address: Survey No: 62/1A, Bahadurpally Jeedimetla, Hyderabad - 500043 - Telangana, INDIA
Email ID: executive.education@mahindrauniversity.edu.in | **Mobile no:** +91- 90595 38001