



**QUEEN'S  
UNIVERSITY  
BELFAST**

**WILLIAM J. CLINTON  
LEADERSHIP  
INSTITUTE**

# LEADING DIGITAL INNOVATION

**SHAPING  
A BETTER  
WORLD  
SINCE 1845**



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# LEADING DIGITAL INNOVATION



## PROGRAMME DATES

November 2022  
March 2023



## PROGRAMME FORMAT

Blended (face-to-face and  
online sessions)



## LOCATION

QUB campus, Belfast  
Online



## LANGUAGE

English



## PRICE

£1950  
Payment options are available



## WHO SHOULD ATTEND

Executives and leaders  
seeking to gain a deeper  
understanding of how to  
leverage new technologies  
by developing their  
strategic understanding and  
innovation-based capabilities

# OVERVIEW



The rise of digital technologies has accelerated the pace of disruption in virtually every industry, creating immense ambiguity and unease. Meanwhile, the future of work and the workforce is facing dramatic change. Never before has there been a greater need for leaders to embrace rapid change and retain an open and curious mind. The Leading Digital Innovation programme provides executives with the opportunity to develop themselves and explore their innovative self, grapple with the changing world of new technologies and develop and present a hands-on solution to an accelerating digital disruption challenge facing their business.

This unprecedented disruption is rapidly accelerating. As a result, success not only requires a strong understanding of what opportunities and threats disruptive technologies provide, but also how to innovate to disrupt others and stay ahead of the game. The Leading Digital Innovation programme will provide you with new insights into the challenges your company is facing and learn a comprehensive suite of tools to understand and lead your way through a digital transformation.

## You will walk away with these key learnings

- Discover which type of innovator you are and learn how to get more innovative.
- Put the right team in place. Learn how to recruit the right innovator for the right job profile and understand how to create and manage innovative teams.
- Identify the elements of Industry 4.0 and why it is applicable to your business for innovation and growth
- Understand the aspects of digital transformation – what it is, why it is needed and how to enhance your business with a digital transformation strategy
- Understand the nature of a number of disruptive technologies and how they could be utilised within business to drive innovative solutions.
- Learn and apply an innovative digital solution to a business problem identified by the participant in their own entity



Through our exceptional online campus platform, each participant can access videoconferences, forums, readings, slides, technical notes, multimedia documents, and any other files needed for the programme.



We will challenge your perspectives and disrupt your mindset by providing strategic understanding and digital awareness to lead transformation in your organization.



Building connections and networking with like-minded executives and industry experts.

## WHO IS THIS PROGRAMME FOR

This program is for leaders and senior executives who endeavour to understand innovation and lead in a digital world by gaining a deeper understanding of the processes innovative technologies.

Participants may be executive leaders, leaders of a functional department, head of a business unit or product development, and those who have general management responsibilities.

This 5 day programme is delivered using a blended methodology— delivered over 5 weeks with a combination of 2 days of face-to-face in-class sessions and 3 days of online sessions.

Programme modules include innovator's skills, innovative teams, ideation techniques, digital transformation, data analysis, technology integration and the application of open ideation and creative approaches.

## PROGRAMME STRUCTURE AND CONTENT

THE SEEDS OF INNOVATION		INNOVATING THROUGH TECHNOLOGY		EVALUATE INNOVATION
WEEK 1 INNOVATORS & INNOVATION TEAMS	WEEK 2 IDEATION PROCESS	WEEK 3 VALUE OF DIGITAL TRANSFORMATION	WEEK 4 INTEGRATION OF TECHNOLOGIES INTO INNOVATION PROCESSES	WEEK 5 INNOVATING IN YOUR ORGANISATION
<b>Session 1 DNA of Innovators</b> <ul style="list-style-type: none"> <li>Discuss the skills of innovators</li> </ul>	<b>Session 1 Ideation Techniques</b> <ul style="list-style-type: none"> <li>Generate innovation ideas</li> <li>Review key tools to support ideation</li> </ul>	<b>Session 1 Digital Transformation</b> <ul style="list-style-type: none"> <li>Overview of Industry 4.0</li> <li>Gartner hype cycle</li> <li>Digital transformation - what, why and how</li> </ul>	<b>Session 1 Technology to support innovation in SMEs</b> <ul style="list-style-type: none"> <li>Artificial intelligence</li> <li>Augmented reality</li> <li>Blockchain</li> <li>3D printing</li> <li>Internet of Things</li> </ul>	<b>Session 1 Innovation in Practice</b> <ul style="list-style-type: none"> <li>Pitch to the group your innovation ideas and solutions to help solve your organisation problem</li> </ul>
<b>Session 2 Manage and grow innovative teams</b> <ul style="list-style-type: none"> <li>Recruit innovators</li> <li>Build and sustain innovative teams</li> </ul>	<b>Session 2 Ideation in practice</b> <ul style="list-style-type: none"> <li>Product or services innovation</li> <li>Business model innovation</li> <li>Design thinking process explained</li> <li>Disruptive innovations</li> </ul>	<b>Session 2 Technology to support innovation in SMEs</b> <ul style="list-style-type: none"> <li>Data analytics - IMPACT cycle and related technologies</li> </ul>	<b>Session 2 Technological challenges and future outlook for SMEs</b> <ul style="list-style-type: none"> <li>Challenges associated with the adoption of technologies</li> <li>Future trends in technology</li> </ul>	<b>Session 2 Innovation in Practice</b> <ul style="list-style-type: none"> <li>Pitch to the group your innovation ideas and solutions to help solve your organisation problem</li> </ul>
ONLINE		ON-CAMPUS		ONLINE

## PROGRAMME FACULTY



### BRENDA CLERKIN

Brenda is a Lecturer of Practice at Queen's Management School also holds the position of Advisor of Studies for the Accounting Group within the School of Management. Brenda brings over 14 years of professional experience working with EY internationally and in NI. This experience spanned small and medium enterprises, based in the UK and Ireland, to large multinational organisations across a number of different industries including aerospace, agriculture, leisurewear, luxury apparel, utilities and the public sector. Brenda is passionate about improving how businesses are run and views a dynamic combination of effective leadership and the implementation of digital technologies as critical to organisational success. Brenda brings leadership theories to life through the application of real world experience and insights.



### DR PHILIPPE BOUVIER

Dr Philippe Bouvier is a Professor of Practice in innovation, strategy, entrepreneurship and urban studies. Philippe is a highly accomplished executive education specialist working with a wide range of corporate and governmental leaders globally. He is an authority on smart cities and digital transformation in the organisational and urban environments. He is an enthusiastic advocate of purposeful strategic leadership, innovation and change leadership and the implementation of digital transformation. Philippe is a highly engaging TedX and keynote speaker and the author of numerous articles. Philippe holds a PhD from Paris VII University and an executive MBA from INSEAD. As a practitioner, he has experience in implementing innovative solutions in the corporate environment like products, services, internal processes, business models, and strategies.

## EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

The Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, while addressing future work skills and workplace requirements, is to empower and develop leaders and future generations of leadership to create positive social and economic impact for a better world. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Management School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.

**RUSSELL  
GROUP**

## CONTACT US

The William J. Clinton Leadership Institute  
Queen's University Belfast  
Riddel Hall, 185 Stranmillis Road  
Belfast, BT9 5EE

**Rachel Lauder****Programme Advisor****T:** +44 (0) 28 9097 4394**E:** leadershipinstitute@qub.ac.uk

We are proud to offer you a new series of Innovation . Strategy . Transformation programmes to develop your future skills and workplace requirements in the digital economy. As part of this series, the Innovation Strategy and Digital Disruption programme offers you new perspectives in strategy formulation and execution. It is designed to empower you with new skills that will greatly boost your ability to innovate strategically and extract value from today's new emerging technologies. Throughout this blended programme, you will have the opportunity to network and learn from like-minded business leaders from a diverse range of industries and internationally experienced faculty. I look forward to welcoming you to this programme in the near future.

**Laith Dajani****Executive Director, CLI**



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