### Strategy and Innovation

**Thinking and Acting Strategically**

Strategy is often a document that is updated once a year and for the rest of the time bears no relation to what work is done. How do you as a leader connect daily choices and action to the bigger picture? Innovation is often treated purely as “what they do in R&D” - but managers are challenged to innovate every day. How do you encourage this in your organisation?

**ABOUT THIS MODULE**

The Strategy and innovation module flips normal approaches on their head. This one day interactive session challenges you to think more strategically about choice, whilst giving you the tools and process for promoting innovation in everyday work.

**WHO IS IT FOR?**

If part of your role is to contribute into the wider strategic plan, or if you are involved in developing new processes, services, products and procedures, this module will introduce you to how strategy and innovation work best when tackled together. Challenging the assumptions that the two are separate areas, it brings strategy and innovation to life through leadership, because successful leaders know that they can’t do one without the other.

**HOW WILL YOU BENEFIT?**

By the end of the session you will:

- Think more strategically and link it to day-to-day activity
- Enhance your aptitude for strategic decision-making
- Correctly identify challenges, risks and opportunities for growth
- Develop an effective process for managing innovation.

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**MASTERCLASS EXPERT**

Dr Mike Kennard is a Senior Lecturer in Innovation, Strategy and Entrepreneurship. Mike’s teaching and research includes innovation management capabilities, organisational barriers to innovation and the development of innovation led growth strategies.  

“Strategy and innovation should be integrated. Innovation without implementation is invention.”