



**MARQUETTE**  
UNIVERSITY

# **IGNITING INSIGHTS: INNOVATION LEADERSHIP**

A new 7-week 100% virtual professional program designed for rising talent to unlock the mindset and skillset to lead innovation.

## PROGRAM OVERVIEW

Effective leadership of people and innovation requires recalibration of both a personal mindset and collective mindset to move teams beyond mere delivery of stated objectives toward discovery-driven problem solving for learning, innovation and growth. Our 7-week program will give rising talent the tools they need to be innovative leaders. You will learn to challenge yourself, challenge the status quo, advance your career, grow your network, and make an impact.



### **Increase Your Capacity to Lead**

Gain the confidence and increase your capacity to lead innovation within your organization or community.



### **Grow Your Professional Network**

Surround yourself with a diverse group of people that are working towards a common goal.



### **Increase Your Earning Potential**

Invest in yourself and work towards higher success by gaining tools and insights that businesses are looking for.



### **Cultivate Relevant Skills**

Learn how to create the right conditions for individuals and teams to think and act in different ways, solve real problems, and add value.



### **Learn Tangible Concepts**

Bring conceptual theories and frameworks about leadership and innovation to life with real-world examples for how to better innovate and move your company forward.



## LEARNING OUTCOMES

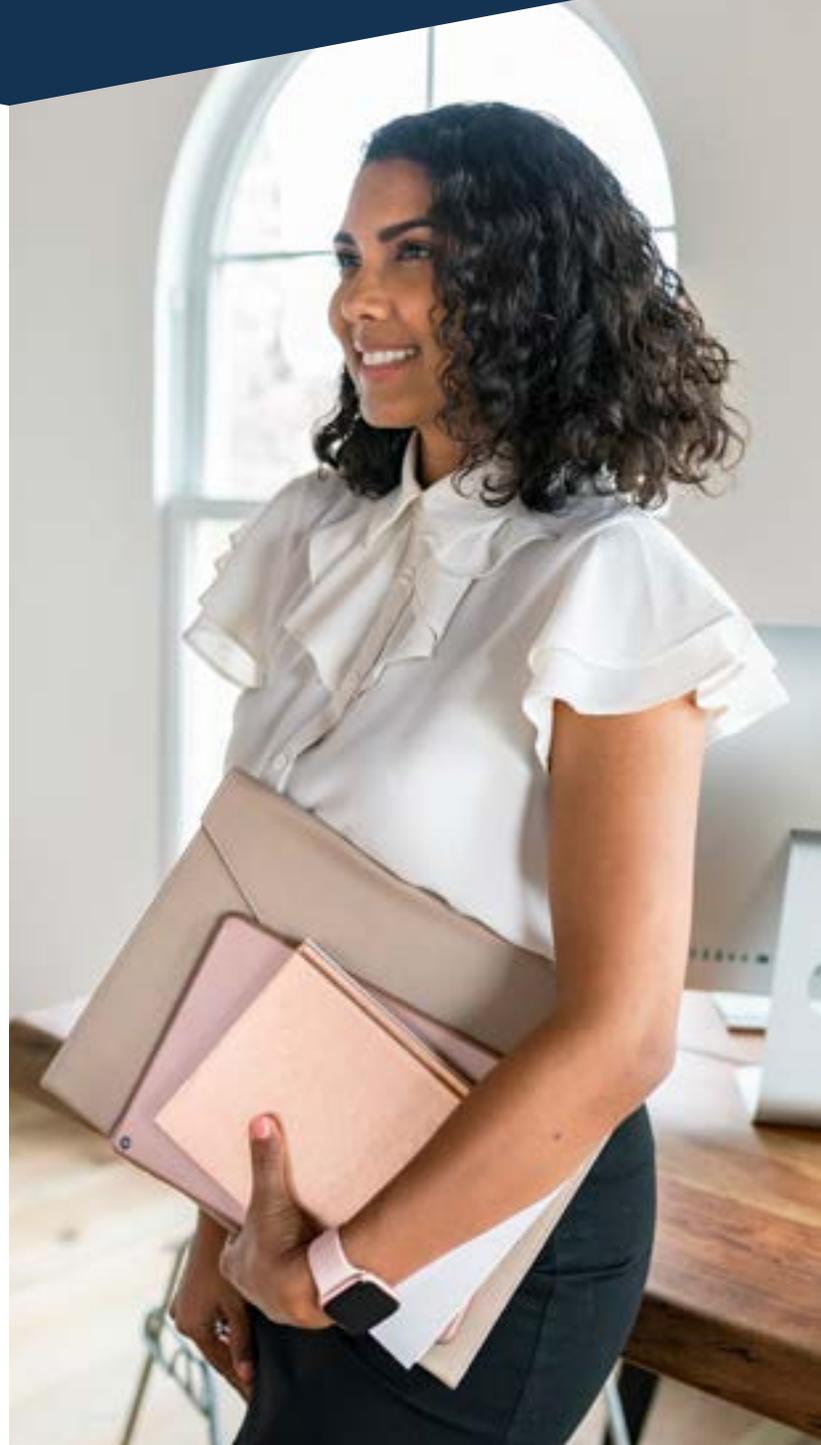
**Igniting Insights: Innovation Leadership** is an intentional and transformative learning experience that allows participants to see themselves as capable and competent leaders of innovation. Throughout the program, participants explore what innovators do differently to embrace possibility, bring talented and dedicated people together, and produce extraordinary results. Topics include: the tension between management and leadership; catalysts and barriers to innovation; failure; courage; risk-taking; a culture of candor and psychological safety.

## PROVEN RESULTS

As a result of participating in the 7-week program, past participants report an increased:

- ✓ Ability to identify opportunities for innovation
- ✓ Tolerance for ambiguity when pursuing something new
- ✓ Desire to challenge the status quo
- ✓ Ability to create spaces where team members are comfortable sharing their honest perspectives

Additionally, participants conclude their program experience having a distinct vision of the leader they want to become. They know how to create a plan and take responsibility for their own innovation leadership learning journey in the future.





## LEAD

Gain the confidence and skill set you need to lead innovation



## INNOVATE

Create tipping points that might just change the world

Challenge one another to think differently

### Igniting Insights

Cultivate the mindset and skillset to innovate through exploration

Surround yourself with like-minded ambitious thinkers

Learn and grow with individuals from diverse occupations and backgrounds



## NETWORK

## PROGRAM DETAILS

Igniting Insights: Innovation Leadership is a 7-week completely virtual program. The weekly time commitment for participants is up to 5 hours each week.

**Investment: \$1,765**

### Program Launch – Live Virtual Event

Week of January 23, 2023 (exact date TBD, typically 12:00 - 1:30 pm CST)

### Weekly Sessions

January 30, 2023 – March 17, 2023

## PROGRAM FACILITATORS



### **Andrea Minkley**

Andrea serves as the associate director of engineering and innovation leadership development at Marquette University. She assists with the design and implementation of leadership development programs, including the Excellence in Leadership Program. Andrea strives to help others cultivate the knowledge, values, attitudes, skills, and behaviors to be effective leaders of change in their communities.



### **Kate Trevey**

Kate leads university-wide efforts to develop the leadership capacity of future innovators and change agents. She directs and teaches courses in the Excellence in Leadership Program and facilitates corporate innovation and leadership development workshops for technical and engineering teams. She was named a 2019 Woman of Influence by the Milwaukee Business Journal.

## PROVEN INNOVATORS



### **John Zeratsky**

John has worked for Google, YouTube, and GV (Google Ventures), where he helped develop the Sprint method. He's written two bestselling books with his friend Jake Knapp and published articles in The Wall Street Journal, TIME, Harvard Business Review, Wired, Fast Company, and other outlets. This has led to work with Netflix, Associated Bank, IDEO, Caterpillar, Schneider Electric, Airbnb, and many others.



### **Chuck Swoboda**

Chuck served as Chairman and CEO of Cree for 16 years, where his team successfully led the LED lighting revolution by creating new products and focusing on solving old problems in completely new ways. He has seen what it takes to make the impossible possible. Under his leadership, the company grew from just over \$6 million in annual revenue in 1993 to over \$1.6 billion.

# PROGRAM OUTLINE

<b>Launch</b>	<b>Live Virtual Event</b>	Week of Jan. 23, 2023
<b>Week 1</b>	<b>Orienting Us for Leadership, Learning, Innovation and Growth</b>	Jan. 30 - Feb. 3, 2023
<b>Week 2</b>	<b>Your Personal Innovation Imperative</b>	Feb. 6-10, 2023
<b>Week 3</b>	<b>Innovation - Beyond the Buzzword</b>	Feb. 13-17, 2023
<b>Week 4</b>	<b>Innovation Starts with You - The Skills and Behaviors that Inform Innovation</b>	Feb. 20-24, 2023
<b>Week 5</b>	<b>Innovation Starts with You - The Mindset and Courage to Innovate</b>	Feb. 27 - Mar. 3, 2023
<b>Week 6</b>	<b>Innovation is a Team Sport</b>	Mar. 6-10, 2023
<b>Week 7</b>	<b>Putting It All Together</b>	Mar. 13-17, 2023

## TESTIMONIALS

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I would recommend this program for anyone serious about leadership and stepping out of their comfort zone. The up-close interaction with experienced innovation leaders – hearing both challenges and success stories – is something that cannot be replicated in a book or a podcast.



**Jack Fleming**  
Client Executive  
Marsh McLennan Agency

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It was a great opportunity to network with people outside of my organization. I was able to learn something from each of them. I never thought teamwork would come so easily with others outside of my organization and while working online. It was a pleasant and valuable experience!



**Robbin Bankhead**  
Field Service Supervisor  
We Energies

“

The leadership-focused environment created a unique opportunity to challenge ourselves and each other as we evaluated opportunities to grow and improve – personally and professionally.



**Ryan M. Agnew**  
Owner  
Pivot Resource Group, LLC

“

I would recommend this program because of the opportunity to learn and grow with each other.



**Caitlin Burke**  
Director of Prevention and Public Health  
OAESV



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[mignitinginsights.com](http://mignitinginsights.com)  
[innovationalley@marquette.edu](mailto:innovationalley@marquette.edu)