

THE INNOVATOR'S TOOLKIT™

UC San Diego, Extension's Intensive In-Company Program for Managers

Program Overview

The Innovator's Toolkit™ is designed to employ an employee's practical knowledge and skills to help their firms innovate and build company value. The sessions cover the essential elements of identifying and justifying investment in new ideas, as well as important skills in making those ideas a reality. Participants develop proposals for new products or services while in the program.

Program Parameters

- Offered exclusively to organizations for their employees
- Tailored to the challenges of each organization
- Ten (four-hour) sessions equal to (4) CEU's of credit
- Minimum of 15 participants per program.
- Individuals who complete the course may apply the experience toward the UC San Diego, Extension Professional Certificate in Business Management.

Fees

\$1,395 per person

Fee includes preparation/consulting time with the program director, instruction, work assignments, all materials, and post-course evaluation reviewed with the sponsor (use of facilities and audio-visual equipment is negotiated separately).

Outline of Instructional Topics

Core Sessions

The Mind of the Innovator

- Behavioral characteristics that foster innovation
- Personal evaluation of your entrepreneurial traits

Facilitating the Innovation Process

- Organizational behaviors that foster innovation
- How work teams can incorporate innovative behavior into their routine

The Value Proposition:

Knowing Your Target Market

- Identifying, researching and confirming market needs and wants
- Valuing the innovating idea from the perspective of the marketplace

Crafting a New Initiative

- Identifying the tangible and intangible resources and structure, necessary to successfully launch a new initiative

Proposing a New Initiative:

The Business Plan

- Organizing and justifying allocation of the necessary resources to launch a new initiative
- Timelines, deliverables, growth and exit strategies

Elective Sessions

Select three (3) of the following:

- Presentation skills
- Financial analysis for non-financial professionals
- Negotiation and influence
- Managing change

Final Session

- Presentation of innovative ideas
- Lessons Learned

Information

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