Innovation Action Boot Camp (IABC) from Innovation Academy at Notre Dame’s Stayer Center for Executive Education offers an intensive week-long introduction to the basics of innovation.

Designed for mid-level leaders and project teams, this program teaches the fundamentals of the innovation process, supports you as you accelerate existing initiatives, and embeds an innovation culture in your organization by providing individuals and teams a common language and set of tools.

The curriculum is centered on our powerful Unifying Innovation Methodology™, which combines the world’s leading innovation tools into a single framework that helps organizations make sense of the innovation universe. The experiential learning format includes both individual and team assignments, and each participant returns to work with a personal action plan for success.

IABC is designed by practitioners, for practitioners. Our faculty and guest presenters include some of the world’s leading innovation luminaries, including Dr. Nancy Tennant, Chief Innovation Officer Emeritus, Whirlpool Corporation.

“Boot Camp was a game-changer for me—it was transformational. It played an instrumental role in accelerating our innovation journey.”

-Steve Paladino, Global Director of Innovation & Continuous Improvement, Baltimore Aircoil

Create an Infrastructure for Innovation

**INDIVIDUAL IABC BENEFITS**
- Learn the basics of the Unifying Innovation Methodology™
- Accelerate current initiatives you’re working on
- Acquire a shared language and set of tools to power innovation

**ORGANIZATIONAL IABC BENEFITS**
- Embed innovation in the structure of your organization
- Set the foundation for sustainable and scalable culture change
- Reap results as leaders and teams enact their personal action plans
Innovation Action Boot Camp
AT THE STAYER CENTER FOR EXECUTIVE EDUCATION

FORMAT
We offer two formats for Innovation Action Boot Camp:

Open Enrollment. Regularly scheduled five-day programs (Mon.–Fri.) on our campuses in Chicago and South Bend; open to individual mid-level leaders and small teams (up to five participants from a single organization).

Custom Design. Sessions specifically tailored for teams of 16 to 25 individuals from a single organization, with location and duration to be determined by your needs.

DURING BOOT CAMP YOU WILL ...

- Identify opportunities to link innovation to your overall strategy
- Experience an approach and learn a tool for each phase of the innovation process
- Explore beliefs and assumptions that may inhibit individual or organizational change
- Create a 90-day action plan for immediate application

IABC LEARNING JOURNEY

Pre-work
Virtual 2-4 weeks prior

FRAME
Pre-work

DAY 1
- Identify strategic mandate
- Link strategies
- Align stakeholders
- Secure resources
- Stretch ambition

DAY 2
- Customer-driven problem-solving
- Explore insights
- Create new perspectives
- Build and prioritize concepts
- Define business model and value proposition

DAY 3
- Experiment
- Build go-to-market plan
- Explore group dynamics
- Determine metrics

GENERATE

EMBED

LEAD

“Embedding innovation into our culture has been critical to our success, and partnering with Notre Dame on this effort has been absolutely invaluable.”
– Mike McDonnell, Chief Technology and Innovation Officer, Amsted Rail Division, Amsted Industries

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Source: Dr. Nancy Tennant – Professor, Consultant, Author, Practitioner, Speaker