



## Create an Infrastructure for Innovation

**Innovation Action Boot Camp (IABC)** at Notre Dame's IDEA Center 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.

### 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

*"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

# INNOVATION ACTION BOOT CAMP

## FORMAT

We offer two formats for Innovation Action Boot Camp:

**Open Enrollment.** Regularly scheduled five-day programs (Mon.–Fri.); 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

#### DAY 1

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

### GENERATE

#### 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

### EMBED

#### DAY 4

- Organization renovation
- Re-engineering an organization's culture, systems, principles

### LEAD

#### DAY 5

- Unleashing human potential
- Leadership traits required for the innovation age

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

*“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



CONTACT  
DONNA PORTER

University of Notre Dame  
dporter5@nd.edu

[innovationacademy.nd.edu](http://innovationacademy.nd.edu)