EXECUTIVE EDUCATION
MONASH UNIVERSITY
INDONESIA

FOSTERING AN
INNOVATION
CULTURE
It takes more than just a vision to sustain real innovation

Why do businesses still struggle to achieve the practices and benefits of innovation?

Because despite the focus we put on it, innovation is largely driven by organisational thinking and cultures, or an understanding of how you ‘do’ innovation.

For leaders, it can be hard to cut through the noise and figure out what needs to happen to make meaningful progress part of day-to-day operations.

Fostering an Innovation Culture will pave the way towards better thinking, giving you a toolkit that helps you solve problems for your customers and employees.
What to expect

This four-week blended program brings together a fascinating mix of theory, reflection and practical application. You’ll be challenged to think deeply and differently about innovation in your workplace – and learn to apply this mindset in real workplace situations.

Alongside your live experience sessions, you’ll engage in a mix of content delivery, guided discussions, hands-on activities, peer learning and mentoring, and reflection. A personal project will give you a chance to put your new skills and knowledge to the test.

In this program, we’ll go beyond the buzzword to understand what innovation can look like right across your business, as well as the cultural shifts needed to get there. We’ll unpack the frameworks and principles of practical innovation, the tools to uncover opportunities, and the steps you can take as a leader to nurture innovation at work.

By the end of the program, you’ll have the skills to:
- Understand what innovation means in a modern business
- Learn about the factors that contribute to an innovation culture
- Assess opportunities in your own business, and what gets in the way
- Explore the frameworks that contribute to effective innovation
- Learn how to uncover innovation opportunities for your customers and business
- Reflect on the role you can play as a leader in fostering innovative behaviours.
Designed for leaders

This program is ideal for leaders who are responsible for tackling strategic challenges, driving growth and who want to explore the mindsets, frameworks and practical steps that can help innovation flourish in a team and organisation.

Meet your facilitator

Julia Birks
Program Director

With 16 years’ industry experience spanning industrial, print, digital and service design, Julia is passionate about anchoring an organisation’s strategy around great customer experiences and outcomes-driven work.

More recently, she’s been helping organisations and teams work better together by embedding principles and practices that balance customer needs with organisational viability and feasibility.

Through this work, she’s delivered training and capability uplift programs to some of Australia’s biggest brands, and worked with leaders to create engaging, transparent, and human-centred organisational cultures that create change through iterative experimentation. She has taught design at RMIT, General Assembly, Monash University, and QUT. Her post-graduate diploma thesis was the design of a below-the-knee prosthesis for high-performance surfing. She is passionate about mentoring young designers through their careers, and promoting more human and inclusive workplaces. She sits on the committee for the SDNow Conference in Australia, and on the Board for the Spectrum app which is seeking to improve mental health and wellbeing outcomes for LGBTQ+ youth.
Your learning journey

Each week, you’ll be given pre-readings and activities that set you up for participating in the program.

We’ll gather as a class for a homework session before each weekly live experience session – unpacking how you’re progressing, and looking at ways to put your new skills and thinking into practice.

You’ll take part in weekly peer coaching sessions during the program to connect with other people, work collaboratively on hypothetical scenarios and reflect on how the program has impacted your plans for leading in the future.

Over the four weeks, you’ll also complete a personal project, taking concepts you learn in class and putting them to the test out in the workplace.

Lastly, we’ll push you to reflect on your journey each week, thinking about ways to embed your learning into your own experiences and workplace.

<table>
<thead>
<tr>
<th>PROGRAM OUTLINE</th>
<th>WEEK 1</th>
<th>WEEK 2</th>
<th>WEEK 3</th>
<th>WEEK 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INDIVIDUAL</strong></td>
<td>Program induction</td>
<td>Welcome and preparing for the program</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>INDIVIDUAL</strong></td>
<td>Self-directed learning</td>
<td>Online content and activities to prepare for the weekly live experience</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>SMALL WORK GROUP</strong></td>
<td>Homework session</td>
<td>Facilitator-led discussion to support the application of learning with group</td>
<td>1 HOUR</td>
<td></td>
</tr>
<tr>
<td><strong>GROUP</strong></td>
<td>Live experience session</td>
<td>Facilitator-led virtual session which blends the best of theory and practice</td>
<td>3 HOURS</td>
<td>3 HOURS</td>
</tr>
<tr>
<td><strong>GROUP</strong></td>
<td>Peer coaching</td>
<td>Peer coaching in small groups to support social learning</td>
<td>1 HOUR</td>
<td>1 HOUR</td>
</tr>
<tr>
<td><strong>INDIVIDUAL</strong></td>
<td>Workplace challenge/ Project work</td>
<td>Self-led activities to address a workplace challenge or personal project by applying new knowledge and skills</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>INDIVIDUAL</strong></td>
<td>Guided reflection</td>
<td>Self-led reflection work to embed learning and the application of these in your own workplace context</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
We’ll begin by gaining a greater understanding of the context your organisation operates within, and where opportunities for innovation lie within your business. You’ll also choose your workplace project for the four weeks. Ideally, it’s easier to choose one focus, but you can also mix things up and change your focus every week.

1 Explore what is an “innovation culture”

We’ll cover:
- What innovation is and why we need it
- What an innovation culture is and what it looks like
- The organisational components that foster innovation
- How to bring change to life.

You’ll learn how to:
- Understand what innovation is and why we need this capability
- Recognise the innovation approaches that organisations can apply
- Recognise organisational components that foster innovation
- Assess the innovation culture of your organisation.

2 The frameworks for innovation

This week we’ll analyse how your teams and people could use different frameworks to deliver value for customers, including human centred design, experimentation and agile.

We’ll cover:
- Human centred design – how you know where and what to innovate
- Experimentation – how you know you’re building the right thing
- Agile – how your teams collaborate to deliver value.

You’ll learn how to:
- Shift your understanding of value from a product focus to service focus
- Use an end-to-end approach to curate services for comprehensive and compelling customer and employee experiences
- Add rigour to your innovation pipeline by testing ideas rapidly using experimentation
- Use an agile framework in your teams to create better outcomes for both the business and customer.
This week we’ll look at how to apply business model innovation, identifying opportunities and being aware of trends that might negatively impact your business. We’ll also explore the role technology can play in creating innovation for customers, as well as its role in how your business operates day to day.

**Uncover opportunities to innovate**

**We’ll cover:**
- How to innovate your experiences
- How to shift your thinking to establish innovative ideas
- Looking outside your organisation for innovation opportunities
- Technology as a way to better solve problems.

**You’ll learn how to:**
- Understand the role of imagination in modern workplaces – and how it contributes to innovation
- Analyse your organisation and the context it exists within to identify innovation opportunities.

**Skills, structures and systems to hardwire innovation culture**

**Your last week is all about knowing, in tangible, practical terms, what you need to do as a leader to put all of these components of innovation culture into practice. We’ll explore how existing structures can stifle innovation and how you can apply business model innovation to rethink how you exchange value with customers.**

**We’ll cover:**
- How to set your innovation agenda
- How to build the capability that underpins innovation
- Establishing incentives (and disincentives) for innovation
- Curating places and tools
- Modelling innovative behaviours
- How to create a culture of continuous improvement.

**You’ll learn how to:**
- Build the foundation of trust on which innovation thrives
- Know the incentives (and disincentives) for innovation in your workplace, and identify which you must change
- Analyse your behaviour as a leader, and identify opportunities to model innovation practices.
The details

2022 program dates
6 June - 1 July 2022
Session times and details confirmed upon registration.

Investment
$1,595

Digital badging
Upon successful completion of this program, you will be awarded a digital badge to share with your network. Find out more about digital badges.
Monash University brings new and fresh executive education programs to the Indonesian market.

The partnership will support Indonesian business growth through the creation of customized programs that deliver the priority skills and insights each organization needs and can immediately apply. By strengthening their skills bases, businesses will gain a competitive edge, greater capabilities and resilience in an increasingly complex operating environment.

Strengthening ties between Australia and Indonesia, the partnership encompasses renowned academics and seasoned business leaders who will co-design programs to take participants' skills to the next level.

Melbourne-based Monash Business School is a global academy for leaders, innovators and change-makers, and its Leadership and Executive Education (LEE) group delivers a suite of high-quality open and customized programs. These can be delivered in a format of synchronous and asynchronous learning elements, with local support in Indonesia.

Monash Indonesia delivers research and education that makes a distinctive contribution to Indonesia's social, technological and economic development. It tailors its world-leading study to the needs of Indonesian industries, and develops research partnerships that address Indonesia's real-world challenges. It equips the workforce with a future-focused leadership mindset, filling the skills gaps industry needs.