



# CORPORATE BUSINESS MODEL INNOVATION

*Open Innovation to Transform Your Business Strategies*

## COST

\$5,250

## LOCATION

On-Campus

## ENROLL

Visit: [executive.berkeley.edu/programs/open-innovation](http://executive.berkeley.edu/programs/open-innovation)

*“Open innovation’s effectiveness is not restricted to a few select corporations. It is a process that makes more effective use of internal and external knowledge in every organization” - Dr. Henry Chesbrough*

## LOCATION

### Berkeley Executive Education

Haas School of Business  
2220 Piedmont Ave.  
Berkeley, CA

Join Berkeley-Haas professor and pioneer in the concept of Open Innovation, Henry Chesbrough, and lean startup innovator, Andre Marquis, for a three-day program focused on launching new business model innovations that can capture and drive differentiated competitive value for your company.



### DR. HENRY CHESBROUGH

*Dr. Henry Chesbrough is a professor at the Haas Business School (Garwood Center for Corporate Innovation), UC Berkeley, and executive director for The Center for Open Innovation, which focuses on conducting research, publishing articles and developing teaching materials around open innovation.*



### ANDRE MARQUIS

*Andre Marquis is the CEO of Hypershift and founder of the Agile Business Model Innovation. Previously, he was Executive Director of the Innovation Acceleration Group at UC Berkeley Executive Education and the Executive Director of the Lester Center for Entrepreneurship at the Haas School of Business.*



## KEY TAKEAWAYS

*For leaders who want to go beyond traditional R&D to learn how to develop, evaluate, and scale new business models from the inside out.*

### Explore New Innovation Concepts

Learn new concepts in business model innovation, open innovation strategies, and how to apply lean startup models in a corporate context.

### Identify More Opportunities

Uncover your current business model’s strengths and weaknesses then learn to use open innovation to identify new opportunities and rethink assumptions and strategies.

### Create New Business Model Ideas

Generate and validate new business model designs and develop a portfolio of lean, go-to-market plans.

### Overcome Roadblocks and Make Effective Changes

Align strategy and political factors with lean methodologies, restructure your teams, recognize and overcome internal “innovation killers”, and transform your innovation process to get breakthrough products to market faster.

### Make New, More Powerful Connections

Learn to create new relationships and collaborate effectively with startup firms, internal entrepreneurs, and potential partners.

## CERTIFICATE OF BUSINESS EXCELLENCE ELIGIBILITY



Entrepreneurship & Innovation



Finance & Business Acumen

*\* see back for details*



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We serve leaders and organizations who aspire to redefine the future of business. Our profound and unique learning experiences, led by renowned UC Berkeley faculty, equip global executives and their organizations with the vision, culture, and capabilities to thrive in an ever-changing world.

UC Berkeley Executive Education leverages the best resources of the world's #1 public university and the surrounding business ecosystem, and embraces the Berkeley Haas mission to develop leaders who **Question the Status Quo**, exhibit **Confidence Without Attitude**, are **Students Always**, and think **Beyond Themselves**.

### OUR FOUR ACADEMIC PILLARS

Our four academic pillars are comprised of key components of the executive skillset needed to thrive in today's ever-changing business environment.

#### LEADERSHIP & COMMUNICATION

With increased responsibility comes the opportunity to further your impact. Strengthen your leadership and communication skills with tools and techniques to become a more effective leader and to build stronger teams.

#### ENTREPRENEURSHIP & INNOVATION

Today's business landscape is complex and ever-changing. It's important to stay ahead of the curve and the competition. Learn how to incorporate an entrepreneurial approach and the latest innovation tools in your business.

#### FINANCE & BUSINESS ACUMEN

A well-rounded executive sees things that others don't. Learn how to add value through financial engineering and best utilize financial information for operational and strategic decision-making.

#### STRATEGY & MANAGEMENT

From managing talent to leveraging culture and everything in between, our Strategy & Management programs deliver both high-level frameworks and practical tools for a truly competitive edge.

### OUR PROGRAMS

UC Berkeley Executive Education offers a portfolio of programs developed by academia's and industry's most forward-thinking minds. Our programs are designed in collaboration with leading faculty from UC Berkeley's Haas School of Business as well as from across the Berkeley campus.

### BEGIN YOUR PERSONAL LEARNING JOURNEY WITH BERKELEY



The Certificate of Business Excellence (COBE) is an opportunity to acquire and hone new skills, gain a mark of distinction from a world-class university, and do it on a timeline that works with your busy schedule. Visit [executive.berkeley.edu/certificate-of-business-excellence](http://executive.berkeley.edu/certificate-of-business-excellence) to learn more.

### CUSTOMIZE THIS PROGRAM

Turn **Corporate Business Model Innovation** into a custom learning experience for your team or organization.

UC Berkeley Executive Education helps organizations of all sizes in every industry identify core problems and create new solutions to address current and future business needs. We work closely with you to holistically design a program that gets results and is strengthened through collaboration between the Haas School of Business faculty and real-world practitioners.

Visit [executive.berkeley.edu/custom-programs](http://executive.berkeley.edu/custom-programs) to learn more.