Course duration

- 1 day

Course Benefits

- Gain knowledge of various innovative and effective leadership concepts.
- Learn innovation techniques usable in almost any professional endeavor.
- Learn ways to create an culture of innovation.
- Learn the value of professional intensity and focus.
- Gain an understanding that sometimes more is less and less is more.
- Learn concepts of product design usable in the creation of almost product or service.
- Learn team building techniques that enhance quality, productivity, and effectiveness.

Course Outline

1. The Myth and the Man
2. General Thoughts on Leadership
3. Jobs' Leadership Style
4. Jobs' Organization and Team Building Style
5. Intensity and Focus
6. General Innovation Terminology and Concepts
7. Jobs' Thoughts on Innovation
8. Examples of Innovation
9. General Thoughts on Product Design

Class Materials

Each student will receive a comprehensive set of materials, including course notes and all the class examples.