



# Professional Diploma in Strategy and Innovation



80%

of top executives think innovation is key to their growth strategy, but only

6%

are satisfied with their innovation performance.

# Develop and lead innovation in your organisation

## The next generation of leaders will be the innovators.

For the successful leader, a capacity to understand and shape the strategy process is an essential requirement for career development. By completing the Professional Diploma in Strategy and Innovation you will learn the skills to lead, influence, and participate in the strategic success of your organisation.

In light of recent global events, and the economic changes that have been brought about, it's organisations that can strategically innovate to deliver value in the future marketplaces that will flourish.

### This programme is for you if:

- › You have an ambition to play a leading role in developing and implementing strategy and innovation in your organisation.
- › You work in the private or public sector, regardless of organisation size.



### A Graduate's View:

// The learning journey was further enriched by the quality of classroom discussions across a diverse group of students. An enjoyable and challenging experience to develop innovation or strategy capabilities and experience. //

Colin McEvoy, Head of Service Transition, Technology Services  
Bank of Ireland



## Programme Themes:

- 1 Assessing the External Environment**
  - > Assess the external macro environment in the context of your organisation, identifying potential game changing events and possibilities.
  - > Define your competitors' position, map internal and external stakeholders and begin scenario planning.
- 2 Innovation Management & Business Model Innovation**
  - > Explore innovation management and start to define an innovation strategy.
  - > Learn about innovation adoption and diffusion process and how to both assess and improve your innovation performance.
  - > Discover how to create an innovation policy for your organisation.
- 3 Strategic Capabilities**
  - > Learn how to maintain a sustainable competitive advantage.
  - > Map your own resources and capabilities, while assessing the differences between resource acquisition versus development.
- 4 Commercialisation of Innovation**
  - > Gain the insights to how you can build an innovative organisation.
  - > Go from ideation to idea prioritisation through to the commercial realisation of a new innovative product or service.
- 5 Strategic Choices**
  - > Read a balance sheet from a strategy perspective and understand different funding options.
  - > Discover how to build the human capability of an organisation, and how to expand into global markets.
- 6 Strategic Change and Implementation**
  - > Go from strategic planning to implementation.
  - > Create defined key performance indicators and capture the big data that will help drive successful innovation initiatives.

→ Professional Diploma in Strategy and Innovation

## This programme will equip you to:



Undertake a key role in the strategy and innovation process.



Evaluate and address the strategic challenges facing your organisation.



Make strategic sense of the global and domestic business environment.



Develop a practical, well-informed strategy audit for your business or organisation.

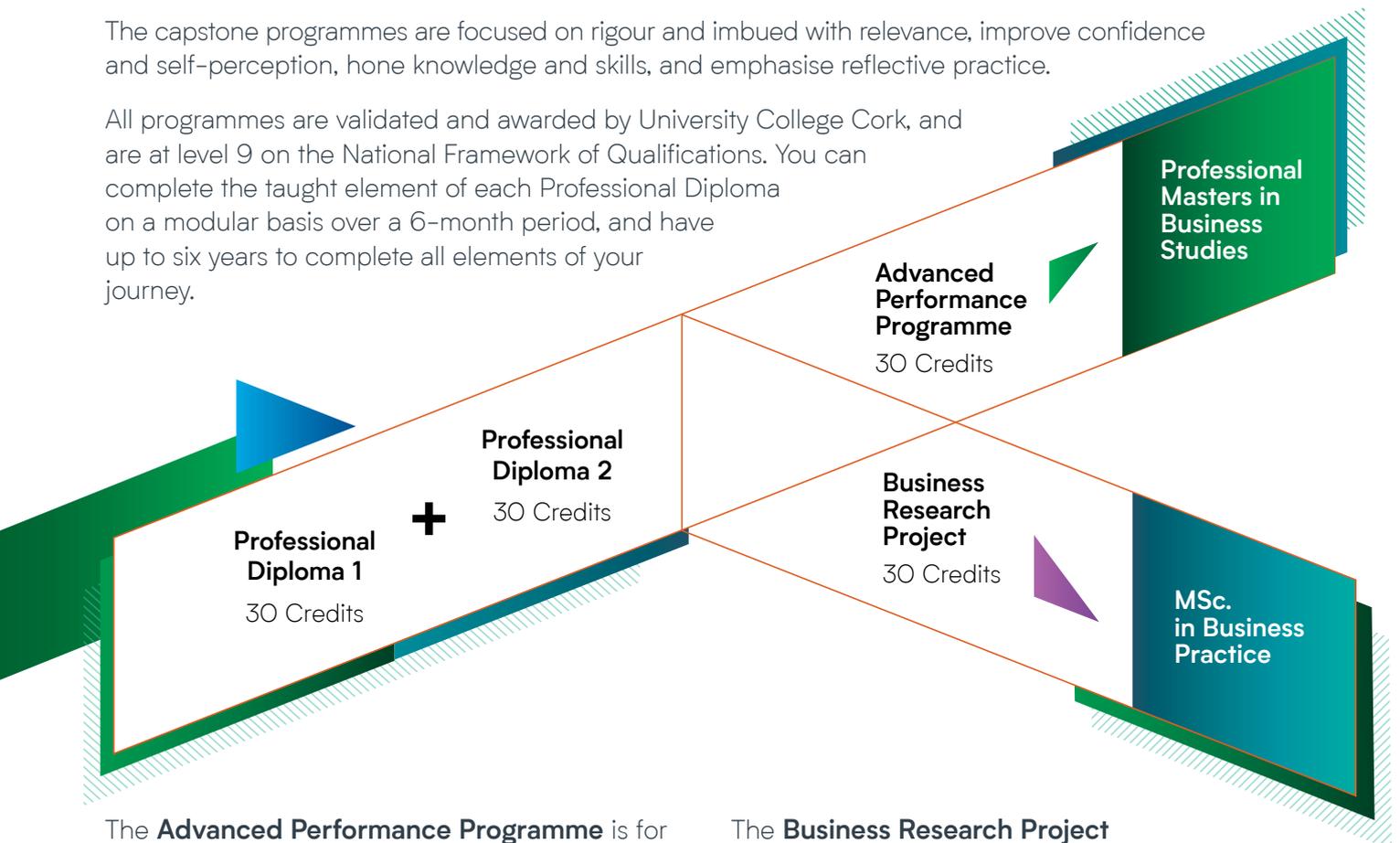
# Master of Business Framework

The Master of Business gives you the flexibility to choose the subjects that are right for your needs, while building up to a Masters Degree qualification. Each element of your journey promises to be an energising learning experience leading to a world class qualification.

There are two pathways you can take to achieve your Masters qualification with IMI. Both pathways require you to complete two Professional Diplomas before choosing a final capstone programme to bring your learning together in an integrative experience, that will positively impact your professional career and your organisation.

The capstone programmes are focused on rigour and imbued with relevance, improve confidence and self-perception, hone knowledge and skills, and emphasise reflective practice.

All programmes are validated and awarded by University College Cork, and are at level 9 on the National Framework of Qualifications. You can complete the taught element of each Professional Diploma on a modular basis over a 6-month period, and have up to six years to complete all elements of your journey.



The **Advanced Performance Programme** is for professionals who want to bring their leadership capabilities to a new level. Through a blended focus on the environment, the organisation, and the individual, the APP serves to synthesise the learning outcomes of your IMI journey.

Designed and delivered in partnership with Cork University Business School, this pathway will lead to a Professional Masters in Business Studies, Ireland's first Professional Masters of its kind.

The **Business Research Project**

is for those professionals who want to address a complex business challenge and execute a strategy or develop a strategic response that could change the future of their organisation.

This pathway will lead to a MSc. in Business Practice award.

# Programme Delivery

Our High Impact Transformation learning approach lies at the core of all IMI programmes, meaning these sessions are always interactive, engaging and experiential.

Action and experiential learning — doing and reflecting — is a highly effective leadership and team development technique, which you will find enjoyable, challenging and in many cases transformational.

## Dates:

Facilitated Workshops:

<b>1) 14, 15 &amp; 16 November 2022</b>	<b>In person</b>
<b>2) 12, 13 &amp; 14 December 2022</b>	<b>In person</b>
<b>3) 16, 17 &amp; 18 January 2023</b>	<b>Virtual</b>
<b>4) 13, 14 &amp; 15 February 2023</b>	<b>In person</b>
<b>5) 20, 21 &amp; 22 March 2023</b>	<b>Virtual</b>
<b>6) 17, 18 &amp; 19 April 2023</b>	<b>In person</b>

Delivery:



**Dr Jonathan Westrup**

Programme Director

Jonathan Westrup is an expert in the areas of business, organisational and regulatory strategy and corporate governance. An expert facilitator and executive educator, Jonathan specialises in working with senior teams in designing and implementing their organisational strategies. He was formerly a director of NCB Stockbrokers and is currently a non-executive director of NEAM Asset Management.



## Autumn delivery:

This programme will be delivered in a blended format, comprising both in-person and synchronous online facilitated workshops.

### Price:

Corporate Member:	€8,900
SME:	€9,400
Non-member:	€9,900

For more information, including a full listing of facilitated workshop dates, please contact our programme advisors at [programmeadvisors@imi.ie](mailto:programmeadvisors@imi.ie).



# Participant information

## Entry Requirements

A candidate's eligibility for each programme will be determined by a combination of their academic qualifications and/or relevant professional experience. Each applicant will be required to complete the IMI "Portfolio of Learning" application form. A primary degree from a recognised third-level institution (NFQ level 8), with a minimum classification of Second Class Honours, will typically be required with five years relevant work experience, at least 3 of which must be at managerial level, however, prior workplace learning will be recognised where applicants do not meet the academic requirement.

This experience may come from a general business or organisational background, or experience working at a management level or in the area specifically related to the Diploma.

Each candidate will meet with the Programme Directors, who will interview applicants in person virtually or physically. The IMI Office of the Registrar will oversee all applications, and the final decision on any application shall remain with the Registrar.

All applicants whose first language is not English will be required to show evidence of the successful completion of an IELTS or TOEFL test. The English language requirement for this programme is an IELTS score of 6.5 with a minimum of 6.0 in each individual section or equivalent.

\*Programmes scheduled subject to cohort size.

## Validation

Each Professional Diploma is awarded by University College Cork and is at level 9 on the National Framework of Qualifications.

## Assignments and Workload

To earn a Masters Degree or Professional Diploma, participants will be assessed through a variety of practical assignments. Programmes will have no examinations; instead, the emphasis throughout is on the practical application of knowledge to benefit you and your organisation. Assessment workload extends across the programme to allow you to combine your learning with your work and life demands.

## Paperless policy

Brochures and course materials will exclusively be available to participants on our immersive Virtual Learning Environment. By adopting a paperless approach, IMI and our participants are reducing our carbon footprint and doing our bit for the planet. IMI's mission is to equip leaders to build the future. We are mindful that this future depends on organisations finding creative ways to sustainably deliver performance, both sustainability in the human performance of organisations and in how we use the planet's resources.