

Dear Program Participant:

What does it take? Do you need to be a brilliant agitator like Steve Jobs? A driven workaholic with a passion to change the world like Tesla's Elon Musk? Sure, CEOs like that get a lot of press, but there's more to success than being loud and charismatic. Truly innovative leaders are like Master Chefs on a cooking show, always looking for ways to take existing ingredients—the same ones everyone else has access to—and combine them in unique ways.

Those new recipes are a type of investment capital: the more you have, the better. Of course, not all of them will succeed. But innovation leadership is less about the success of any one idea and more about putting your business in a position where you have more new ideas to spend than your competition does. And that's exactly what we teach you how to do in *Innovation Leadership: Fostering a Culture of Game-Changing Transformation*. Think of this short course as the business equivalent of a cookbook that provides you with the framework and motivation you need to discover and execute bold new recipes.

Over the course of two days, you'll learn to think about what usually gets ignored, pay attention to what's not obvious, and create innovative solutions in a matter of days or weeks, not months or years. And by the time you're done, you'll find yourself asking, "Why hadn't we ever thought about our business and industry this way before?"

We look forward to hosting you at NYU Stern School of Business. If you have any questions about the program, do not hesitate to contact me.

Regards,

Professor Luke Williams  
Academic Director,  
Innovation Leadership: Fostering a Culture of Game-Changing Transformation