

INNOVATION SPRINT

HOW DO ENTREPRENEURS MAKE IDEAS HAPPEN?

ESMT
BERLIN



Location

Online and ESMT Berlin



Tuition fee*

€3,900



Language

English



Duration

5 weeks online

2 full days on campus



CYCLE 1

Module 1 | Online

March 22 – April 18, 2021

Module 2 | Berlin

April 22 – 23, 2021

Module 3 | Online

April 26 – May 2, 2021



CYCLE 2

Module 1 | Online

October 25 – November 19, 2021

Module 2 | Berlin

November 24 – 25, 2021

Module 3 | Online

December 6 – 10, 2021



execed.esmt.berlin/innovation-sprint

Creativity is an important element of innovation. However, driving innovation takes more than just having managers generate novel ideas. It requires that they expand their minds and skill sets: They need to learn to start thinking from the perspective of the customer instead of focusing on their products. They need to develop new solutions and business models rather than gradual product improvements. They have to run simple, structured experiments to test mission-critical assumptions instead of perfecting an idea for years in an isolated lab. They must also make decisions based on data rather than biased opinions.

In this program, we will not only explore key elements of successful innovation, but also “do” innovation: You will apply the latest thinking and agile principles to test, revise, and refine your ideas. You will also learn how to effectively pitch them and generate support from key stakeholders.

Who should attend the program?

Executives with a background in engineering, business development, strategy, marketing, or sales who are eager to learn how to become entrepreneurs and be able to quickly advance an idea inside a company.

Key topics

- Innovation in new and existing organizations
- Generating ideas and adapting them to customer needs
- Articulating and testing assumptions
- Agile and lean principles for iterative and fast development
- Developing scalable business models
- Pitching and selling ideas

Teaching methods

Business cases

Interactive lectures and webinars

Discussions with peers and faculty

Individual and group work

Plenary discussions

Innovation Sprint

Online:

Connect and learn | 4 weeks, 3 – 4 hours per week

- Explore the main strategies for creating, rapidly testing, and iteratively improving innovative ideas
- Learn how to understand your customers' needs
- Create scalable business models
- Get ready to sell your ideas

ESMT Berlin:

Improve and practice | 2 full days on campus

- Gather insights from our renowned faculty
- Get inspired by invited leading entrepreneurs
- Pitch your ideas to successful venture capitalists

Online:

Reflect on and give/receive feedback | 1 week, 3 – 4 hours

- Reflect critically on your learnings
- Provide constructive feedback on the performances of your peers
- Review your ideas with your team and try to execute them

Key benefits

- ✔ Learning how to think and act like an entrepreneur
- ✔ Understanding how to advance new ideas inside and outside of your company
- ✔ Turning those ideas into successful businesses



Certificate

You receive a certificate upon completion of the program.

Postgraduate Diploma in Management

The program counts toward 4 of the 18 days necessary to receive the diploma.

*For general terms and conditions and details on the application process, please go to:
execed.esmt.berlin/gtc



Lei Lu

Faculty

Lei Lu

is a program director at ESMT Berlin. Before joining ESMT, she held various positions at Chinese and German companies of different sizes and across different industries.

Linus Dahlander

is a professor with tenure at ESMT Berlin and the director of research. He also holds the Lufthansa Group Chair in Innovation. Linus teaches classes on innovation, entrepreneurship, and networks.

Contact

ESMT Berlin

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Very well-designed program – loved the activities besides class, content perfectly adjusted for corporate entrepreneurs.

Participant of the 2019 cycle

execed.esmt.berlin/open-programs-individuals