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**Masterclass on
Innovation**



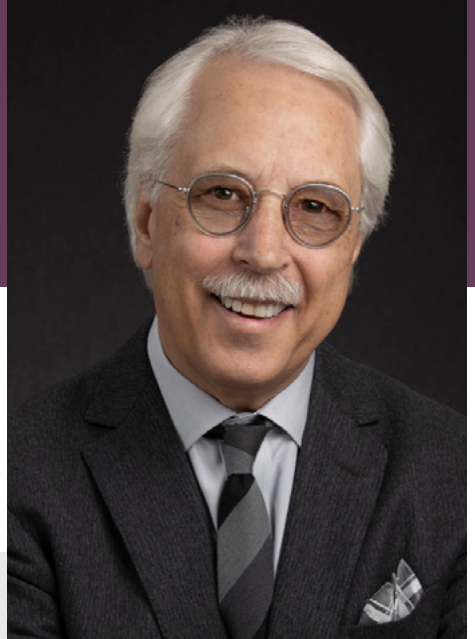
ON DEMAND

**WOBI PRESENTS
THE EXCLUSIVE
MASTERCLASS ON**

INNOVATION with

**GARY
HAMEL**

ONE OF THE MOST INFLUENTIAL
FIGURES IN MODERN
MANAGEMENT



**IN THIS MASTERCLASS
YOU WILL LEARN:**

- The importance of fostering innovation at all levels of the company
- How to drive innovation as a leader and team member
- Entrepreneurship from within: keys to creating a culture focused on innovation at all levels

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ABOUT GARY HAMEL

One of the most influential figures in modern management

Gary Hamel is one of the world's most influential and iconoclastic business thinkers who has led transformational efforts in some of the world's most notable companies helping to create billions of dollars in shareholder value. **Hamel** has been on the faculty of the London Business School for more than 30 years and is the Director of the Management Innovation eXchange.

An author of landmark books such as *Competing for the Future* and *The Future of Management*, **Hamel's** groundbreaking concepts such as "strategic intent," "core competence," "industry revolution," and "management innovation," have changed the language and practice of management in organizations around the globe.

The Wall Street Journal has ranked **Hamel** as the world's most influential business thinker, and Fortune magazine has called him "the world's leading expert on business strategy".



Innovation is the only insurance against irrelevance. It's the only protection against commoditization. It's the only guarantee of long-term customer loyalty

Gary Hamel



MASTERCLASS SESSIONS

SESSION 1

2 hours

GETTING SERIOUS ABOUT INNOVATION

- Why innovation matters now more than ever
- Learning to think like a gamechanger
- Confronting the enemies of innovation

SESSION 2

2 hours

UNLEASHING EVERYDAY GENIUS

- Innovating on the frontlines
- Turning employees into entrepreneurs
- Making innovation a core competence

SESSION 3

2 hours

INNOVATING WHERE IT MATTERS MOST

- Uninstalling bureaucracy
- Retooling the management model for innovation
- Becoming an innovation activist

3 **6** **DIGITAL**
SESSIONS HOURS TOTAL MASTERCLASS



BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish, Italian and Portuguese
- **Content:** 6 hours of content

PRICES

INDIVIDUAL	GROUPS
249 ^{USD}	3 tickets 639 ^{USD}
	5 tickets 1,039 ^{USD}
	10 tickets 1,999 ^{USD}



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