

Instructor Schedule for 2011 program



The schedule provided below reflects both Certification and Stand-alone Module Tracks

(All scheduling subject to change)

Module One – BRAND STRATEGY INNOVATION (January 24-27, 2011 – Toronto)

Jan. 24	▪ Insight into Brand Innovation: Alexander Manu (OCAD, disruptive business innovator)
Jan. 25	▪ Bridging branding and business strategy: Bruce Philp (GWP Brand Engineering, founding partner/author)
Jan. 26	▪ Developing intention based leadership skills: Brett Richards (CONNECTIVE INTELLIGENCE, president/master trainer)
Jan. 27	▪ Building a collaborative innovation practice: Megan Mitchell (SCHULICH SCHOOL OF BUSINESS, Program Director, Centre of Excellence in Innovation Management)

CERTIFICATION TRACK ONLY:

Jan. 28 (Only for GTA participants)	▪ Applied leadership, project work: Carolyn Meacher (SCHULICH SCHOOL OF BUSINESS, Program Director, MCBC)
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GTA Workshop #1 – March 2, 2011 (8:30am -12:00 Noon)

March 2 (Only for GTA participants)	Morning Workshop: Brand Strategy Elevation Note: for GTA-based participants only. Separate self-directed learning track for non-GTA participants.
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Module Two – SOLUTION FUNNEL INNOVATION (April 4-7, 2011 – Toronto)

Apr. 4	▪ Insight into the Innovation Mindset: Brett Richards (CONNECTIVE INTELLIGENCE, president/master trainer)
Apr. 5	▪ Facilitating Ideation – Better thinking, better ideas: Tim Hurson (THINKX, founding partner/author)
Apr. 6	▪ Collaborating for Results – Team-based ideation: Leslie Ehm (THREE TRAINING, ideation and collaboration specialist)
Apr. 7	▪ Living the Brand – Global Insight: Nicholas Ind (EQUILIBRIUM, Oslo, founding partner/author)

CERTIFICATION TRACK ONLY:

Apr. 8 (Only for GTA participants)	▪ Applied leadership, project work: Carolyn Meacher (SCHULICH SCHOOL OF BUSINESS, Program Director, MCBC)
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GTA Workshop #2 – May 4, 2011 (NOTE: flexible schedule)

May 4 <i>(Only for GTA participants)</i>	Morning Workshop: Brand Ideation Elevation Note: for GTA-based participants only. Separate self-directed learning track for non-GTA participants.
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Module Three – ACTIVATING INNOVATIVE IDEAS (May 30 – June 2, 2011- Toronto)

May 30	<ul style="list-style-type: none">▪ Optimizing client/agency relationships: Alan Middleton PhD, (SCHULICH EXECUTIVE EDUCATION CENTRE, Executive Director)▪ Optimizing leadership in idea activation: Carolyn Meacher (SCHULICH SCHOOL OF BUSINESS, Program Director, MCBC)
May 31	▪ Idea Activation - Stakeholder Engagement, Brand Valuation: John Wright, (WRIGHT WAY Consulting, marketing catalyst)
June 1	▪ Driving Innovation – Making it happen: Megan Mitchell (SCHULICH SCHOOL OF BUSINESS, Program Director, Centre of Excellence in Innovation Management)
June 2	▪ Telling powerful brand stories in activating ideas: Mark Bowden (TRUTHPLANE, communications training specialist)
CERTIFICATION TRACK ONLY:	
June 3 <i>(Only for GTA participants)</i>	▪ Applied leadership, project work: Carolyn Meacher (SCHULICH SCHOOL OF BUSINESS, Program Director, MCBC)

Final Event – TBD, 2:00pm – 5:00pm and reception

DATE TBD <i>(Only for GTA participants)</i>	Final Project Presentation: Brand Ideation Activation Note: for GTA certificate participants completion. Non-GTA certificate participants are invited to attend.
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Highlights of what to expect from MCBC graduates:

- Enabled to achieve stretch-goals on existing client business; by being intentional in thinking approach and skilled in activating the best ideas.
- Capable of rapidly cultivating chemistry in new business pitches; by demonstrating distinctive approaches in idea development.
- Engaged in leading the evolution of agency culture as an innovation catalyst; through an enlarged capacity to think effectively and encourage agility in solution creation.



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