HHL Leipzig Graduate School of Management  
Transformation, Innovation and Change program

Purpose/Goal
This three day program is designed to equip executive participants with an understanding of the economic and management forces that shape business transformation. The program examines how industries evolve and how companies must react to these changes. Professors will evaluate strategies, processes and tactics by which organizations can capture the value of innovation. There is a focus on implementation and creating a strategic planning roadmap that can drive innovation. Exploring companies in the local Massachusetts business community that are promoting innovation and business transformation in the digital technology, health care and energy fields is integrated into the program.

Objectives
This multi-faceted program will provide a strategic framework for analyzing various disruptive innovations and the models they represent. Students will be exposed to various companies and business models unique to the US or Massachusetts economy. Participants will examine personal leadership styles, and learn how to effectively manage organizational change. They will learn how entrepreneurs can leverage their financial reporting to become expert managers.

Program Components
The core Program consists of general management MBA topics including:
- Disruptive Innovation / Organizing for Experimentation / Financing for Start-up Companies / Leading, Engaging and Partnering for Change / Site visits to local Massachusetts companies

Faculty
- Jeff Furman, PhD, Associate Professor, Strategy and Innovation Department
- William Kahn, Professor, Organizational Behavior Department
- Siobhan O’Mahony, Associate Professor and Chair, Strategy and Innovation Department
- David Spieler, Lecturer, Finance Department

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