



Consulting and Training | Reach New Heights

**Course Name**

# Innovative Technology Leadership - Stanford

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**Sector Name**

Digital Transformation and Innovation

**Document Type**

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## Innovative Technology Leadership - Stanford

### Course Introduction

We are living in a pivotal moment in history, where the pace of innovation and technology is accelerating at an unprecedented rate. This places on technology leaders the responsibility of shaping the "rules of the game" for a new era.

Strategy, innovation, and leadership are the three pillars every technology leader needs today. With continuous change as a daily reality, the key to success lies in the ability to keep up with global developments, create innovative solutions, and nurture ideas that generate value within the organization.

Over the course of one intensive week, you will collaborate with top faculty from the Stanford Graduate School of Business (GSB) and peers from around the world. You will learn how to anticipate and respond to fast-moving, complex challenges in the IT landscape. You will also gain hands-on experience with Design Thinking, a human-centered, rapid-prototyping approach, applying it directly to your leadership practice and professional work.

The program also explores the hidden dynamics driving technology trends, teaches how to identify key innovation drivers, and

emphasizes the critical role of effective leadership. It is designed specifically for the complex and evolving role of technology leaders, combining academic learning, insights from Silicon Valley leaders, and practical applications of Design Thinking in an integrated approach that links strategy, innovation, and leadership.

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### Target Audience

- ✓ C-suite Executives and Senior Leaders
- ✓ Heads of Innovation and Research & Development (R&D)
- ✓ Technology Leaders and Engineers

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### Learning Objectives

- ✓ Analyze rapid trends in technology and innovation such as cloud computing, mobile devices, and social media tools, and understand their impact on global growth.
- ✓ Apply effective strategies to lead change and innovation within their organizations, leveraging technology as a source of sustainable competitive advantage.
- ✓ Use Design Thinking principles to develop practical, human-centered solutions by empathizing with users, rapid prototyping, and continuous experimentation.
- ✓ Build a culture that supports innovation, enhancing collaboration and creativity while balancing short-term goals with long-term vision.
- ✓ Employ neuroscience insights to inform strategy, understanding the role of the emotional brain in decision-making and organizational behavior.
- ✓ Master Scaling Excellence, embedding effective behaviors and practices across teams and organizational levels.
- ✓ Strengthen technology leadership skills through personal influence and building a strong network inside and outside the organization.
- ✓ Redesign customer experiences using insights derived from human behavior to achieve clear competitive advantages and increased returns.

- ✓ Navigate organizational change flexibly by adopting the Ambidextrous Organization model, balancing current exploitation with future exploration.
- ✓ Develop creative and innovative solutions through practical challenges that simulate real-world scenarios and translate ideas into actionable initiatives.

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### Course Outline

#### ✓ DAY 01

##### **Neuroscience and Strategy**

- ✓ In today's environment, exceptional leadership is more critical than ever. Most human decisions and behaviors are influenced by unconscious factors. Effective organizational solutions require deep understanding of human behavior and brain science, especially the emotional brain. These sessions explore how to apply neuroscience insights to design practical solutions for leaders, stakeholders, and customers.

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#### ✓ Day 02

##### **Scaling Up Excellence**

- ✓ Scaling is not just for startups—it applies to teams, departments, and large organizations. These sessions focus on overcoming challenges associated with implementing change at scale: how to get individuals to do more and do it better. Learn how to reinforce positive behaviors, reduce undesirable behaviors, and build a mindset that supports long-term change rather than short-term impact.

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#### ✓ Day 03

##### **Change Challenges and the Ambidextrous Organization**

- ✓ How can leaders balance short-term objectives with long-term ambitions?  
Explore how organizational culture can be a source of competitive advantage—or a weakness. Using practical frameworks, learn how leaders use culture as an effective mechanism for social regulation within business units, especially during radical change.

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#### ✓ Day 04

##### **Customer Experience Design**

- ✓ Using insights from neuroscience, this module shows how to design exceptional customer experiences—a critical source of competitive advantage. Examples from billion-dollar companies illustrate how eliminating pain points and adding “delight points” in the customer journey enhances revenue and drives sustainable growth.

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#### ✓ Day 05

##### **Design Thinking**

- ✓ Gain hands-on experience with Design Thinking principles and learn how to integrate them into your work environment. Through an innovation challenge, apply human-centered design practices: empathy, rapid prototyping, collaboration, iteration, and feedback.

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#### ✓ Day 06

Participate in discussions on breaking traditional management patterns, maximizing institutional strengths, and addressing core challenges.

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### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 29, 2026	Dec. 3, 2026	5 days	4250.00 \$	KSA , Riyadh
July 6, 2026	July 10, 2026	5 days	2150.00 \$	Virtual , Online
June 21, 2026	June 25, 2026	5 days	17213.00 \$	USA , California

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