

# Master Class in Innovation Leadership

## The Nine Directives

Innovation is increasingly being adopted as a core function in a successful enterprise with a key contribution to achieving strategic plans.

There are innovation activities in many enterprises, in both formal and informal manner. Innovation is a domain of knowledge with many parts and much to learn.

While civilisation has always engaged in discovery and in invention and in some innovation it is still a domain of early maturity. New forms of innovation are emerging and new insights are being gained from experiences created by radical shifts through new technology, market changes, competitive pressures and invention breakthrough.

This short master class considers nine key directives in innovation leadership. The sum of these directives will develop an enterprise into a successful activator of conventional or “continuous” innovation to an eventual organisation that is highly geared to address major innovation initiatives. These directives apply to the manner in which innovation is strategically positioned and managed and to the implementation of a capability and strongly supportive environment for innovation.

The presenter is Michael O’Duffy who has experience as a practitioner, trainer, consultant and assessor in innovation for over 15 years. He is the initiator and primary presenter at The Innovation Skillnet which addresses the full scope of innovation in business. He is CEO of the CSE at Dublin City University see information on services in innovation and R&D at [http://www.cse.dcu.ie/our\\_services/innovation/index.html](http://www.cse.dcu.ie/our_services/innovation/index.html)

The event will be held on

**Monday 28th November 2011**  
**Invent, Dublin City University,**  
**To Register: [sue.oneill@invent.dcu.ie](mailto:sue.oneill@invent.dcu.ie)**