

## Entrepreneur Seminar - Management Training

# Innovation & Creativity in Business

**3 days**

*Releasing the creative power in yourself and your organization*

### Who should attend:

Professionals and managers who are, or will soon be, taking on business management responsibilities, as well as those who wish to explore creative business solutions.

### Seminar Objectives:

BSL's seminar in Innovation & Creativity in Business will provide you with practical tools that will enable you to build an agenda for innovation & creativity in your career and business. The seminar covers:

- Understanding current management practices and arising issues
- Getting in-touch with the real world
- Developing a planning approach that integrates grass-roots innovation with bold new challenges
- Identifying and promoting breakthrough ideas
- Implementing innovative ideas
- Building a culture that promotes creativity and overcomes resistance to new ideas
- Developing processes that challenge the status quo

### Bryan Parker

#### Professor

Bryan Parker joined Business School Lausanne's teaching faculty in 2003 and currently gives the MBA course, Innovation & Creativity in Business Today. Parker brings extensive marketing & corporate strategy experience to BSL, having last served as managing director for the International Gold Corporation/World Gold Council, the marketing arm of the world's largest gold mines. Prior to that, Parker worked for Procter & Gamble in Geneva, where he was responsible for marketing operations for various brands in Europe, the Middle East, the Far East and Australia.

Parker holds a Bachelor of Business Administration from West London College of Technology, now part of Thames Valley University. With an active interest in start-ups, Parker is a business angel belonging to the Go Beyond Network which assists young companies with advice and finance. Parker has dual nationality, being a citizen of both the United Kingdom and Switzerland.

### Related Seminars:

- Successful Negotiations
- Leading Change & Turn Around Management
- Marketing Essentials

### Seminar Fees: CHF 2'800.-

*This fee includes:*

- Registration
- Course materials & books
- Catering, light lunches and dinners

### Useful information:

*This seminar includes a commitment to 10 hours of pre-work and 20 hours of post-assignment.*

#### Pre-requisites:

- A solid understanding of business, obtained through management training courses or relevant professional work experience.
- Fluency in English.

#### Duration

- Thursday: 8:30 – 21:00
- Friday: 8:30 – 21:00
- Saturday: 8:30 – 14:00

### Benefits:

In BSL's management training seminars, you will apply new insights in a multicultural environment through teamwork and interactive learning. You will walk away with skills that you can apply to your job and will obtain university level MBA credits that can be accumulated for CAS certification.