

March 13, 2024

Unlocking Creativity for Business Growth & Productivity

Michael Roberto, Bryant University



Alumni Masterclass



MIKE ROBERTO



Michael Roberto

Michael Roberto is the Trustee Professor of Management at Bryant University in Smithfield, RI.

He joined the tenured faculty at Bryant after serving for six years on the faculty at Harvard Business School.

[Read more](#)

Business growth and productivity comes from constant innovation yet in many organisations' creative individuals face stubborn resistance to new ideas.

This Masterclass will explore how leaders can encourage and discover innovative ideas and clear the path for curious and creative employees within their organisation.

Join Professor Mike Roberto for a dynamic blend of case studies, simulations, and hands-on exercises to enhance your skills in fostering creativity and innovation.

You will explore 'Viking River Cruises' innovative journey and strategic decisions, and dive into 'The Food Truck Challenge' simulation along with other interactive exercises that focus on effective brainstorming and idea evaluation. You will also learn some real-world examples of how the most successful organisations create cultures of innovation and experimentation.



Join this masterclass and learn:

Recognize the six organisational mind-sets that stifle creativity in many organisations.



Understand the key elements of a distinctive and original competitive strategy.



How to engage in effective testing, experimentation, and prototyping of new ideas.



Discover the keys to effective brainstorming and collaboration.



Learn how and why managers often fall victim to "herd behaviour"



Benefits for Participants

Watch a **brief video** of Prof Arthur Brooks and Timoney alumni discussing the advantages of attending **alumni events**



Continue **your learning journey** as you endeavour to improve and **enhance your leadership skills**

Non-alumni are very welcome to join us for this masterclass.
The Fee is €550 per person



Share experiences, insights and approaches with other leaders



Masterclass Fee

Alumni members:

Included in annual subscription.

Guests: €550



13th March

9.00am

Sessions Begin

4.30pm

Sessions Close



Kilkea Castle, Co Kildare



Book your place

by clicking here



More info

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