

**BABSON COLLEGE**

**Innovation Is Indispensable.  
Learn to Teach it at  
Babson Academy.**



## Innovating How We Teach Innovation

Innovation: companies brag about it and entrepreneurs chase it. Babson Professor Sebastian Fixson brings his innovation expertise to the Babson Academy with a new online program: **Innovating How We Teach Innovation**. This hands-on, future-focused course will give you everything you need to teach your students how to innovate.

Designed for higher education faculty across all disciplines, this online course presents several perspectives about how to think about innovation. You will learn how individuals and organizations can become more innovative, and how to design learning experiences that intentionally build innovation muscle. The course also dives into techniques for developing, improving, and reimagining innovation curricula.

Collaboration and connection are core to all Babson Academy programs. Throughout **Innovating How We Teach Innovation**, you will work closely with other educators who want to learn new concepts, strategies, and methodologies in the field of innovation.



### Meet Professor Fixson

Babson College's [Sebastian Fixson](#) has spent his career studying innovation. His research and work in the field with firms including GE and Formlabs fuel his teaching. Fixson is the co-author of the 2018 book *The Innovation Navigator: Transforming Your Organization in the Era of Digital Design and Collaborative Culture*.

**MARCH  
2–12, 2021**

**\$995\***

\*Babson Collaborative members  
ENJOY A 10% DISCOUNT

**FOUR  
LIVE ONLINE  
SESSIONS**



# HOW IT WORKS >>

With a laptop, webcam, and headset, participants will be joining Innovating How We Teach Innovation from all over the world. This 10-day online program includes four live online sessions, each running from 9–11 a.m. ET. Each two-hour session features practical examples, exercises, and frameworks that you can integrate into your classroom immediately.

**MARCH 2**

Explore how innovations throughout history have shaped industries and entire economies, and dig into the role innovation plays for an organization's long-term success.

**MARCH 5**

Learn how an individual's cognitive, cultural, and biological factors can help or hinder innovation, and take away tools and techniques that can support innovation activities on an individual and team level.

**MARCH 9**

Investigate innovation activities inside organizations. What are the mechanics of the innovation process? Find out via a simulation that puts you in the role of innovation manager.

**MARCH 12**

Present your teaching innovation idea and benefit from peer feedback from the community of innovation educators.

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“The ability to innovate, with its underlying skills and mindset, is now more important than ever. The new environment, with a much greater virtual component of teaching and learning, presents a great opportunity to innovate teaching in the service of teaching innovation.”

– Sebastian Fixson, Babson Professor and Associate Dean of Graduate Programs and Innovation

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