

# Northeastern University

*D'Amore-McKim School of Business*

## Carlson-Polizzotto Value-Creation Program

*The Need:* CEOs say one of their top issues is improving their enterprise's innovative performance. The NU Value-Creation Program addresses this need. It provides staff and management with the essential skills, methods, and perspectives required to systematically create and deliver high-impact R&D & innovation.

*NU's Solution:* The program uses a proven value creation methodology with a learning platform that allows teams to collaborate and create globally. It consists of eight online modules, each followed by eight video-conferenced Value Creation Forums. In Value Creation Forums, multiple teams apply the concepts to their initiatives, present, and learn from each other. Value creation is only mastered experientially.

The program provides two levels of achievement:

- 1) Practitioners who can use the methodology to more rapidly and effectively advance their initiatives.
- 2) Mentors who can teach and facilitate value creation across their enterprise efficiently at low cost.

Critically, the program's teams work on their actual initiatives to learn and apply the material, which is the best education approach. They are always doing work they would be doing at their desks, but much more efficiently and effectively.

*NU's Unique Value for You:* At the end of the NU Program Value Creation, participants will have:

- 1) Learned the fundamentals of value creation.
- 2) Created compelling value propositions for each of the team's initiatives.
- 3) Learned the concepts and skills required to scale value creation and innovation across the enterprise.

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