



WESTERN
WASHINGTON UNIVERSITY

ENTREPRENEURSHIP & INNOVATION PROGRAMS



ENTREPRENEURSHIP AND INNOVATION EXECUTIVE EDUCATION



WESTERN
WASHINGTON
UNIVERSITY

MAKE WAVES.

SUPERCHARGE YOUR ENTREPRENEURIAL LEADERSHIP SKILLS

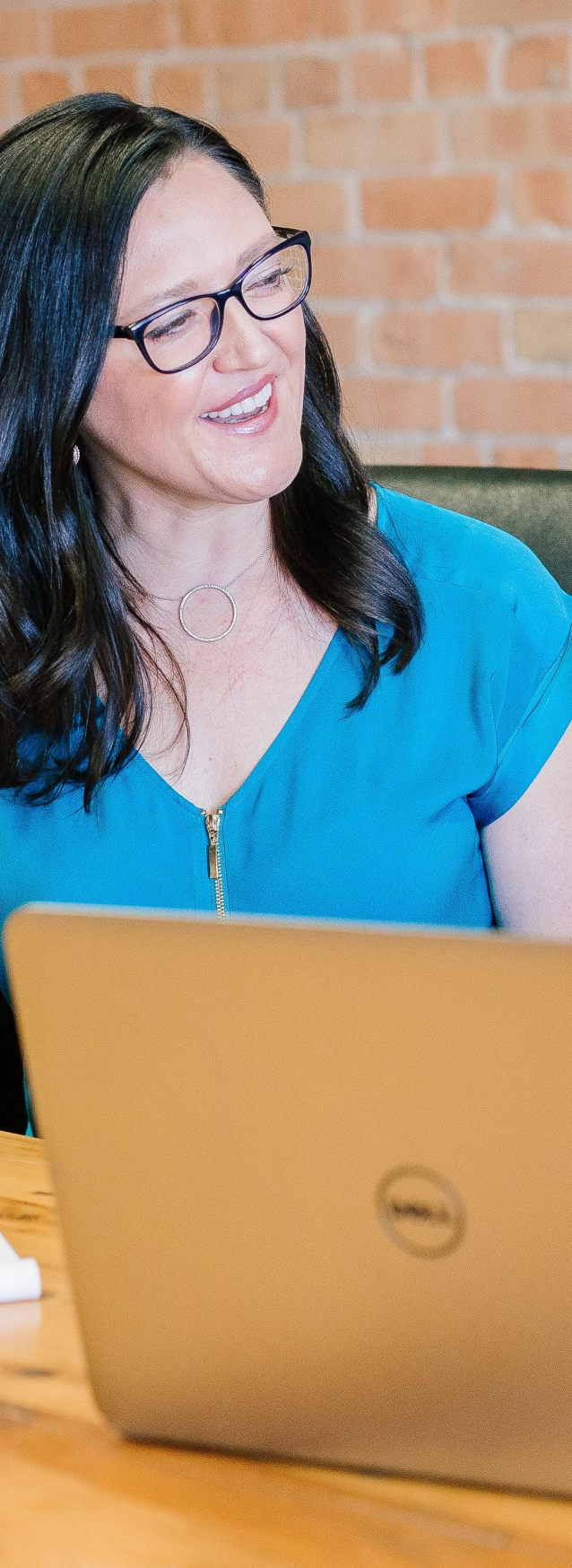
Learn and apply
cutting edge tools
designed for
collaboration,
creativity and
innovation
...everywhere.

join us for the three part
certificate series, or our
special topics classes.

**PASSION
PURPOSE
PROFESSION**



LEAD LIKE AN ENTREPRENEUR



Ignite Collaboration

Bring out the Best in Your Team

Design Evidence-Based Businesses

Build a Culture of Innovation

Nourish Creativity and Relationships

Apply Design Thinking to Rapidly Vet Ideas

UNLEASHING CREATIVITY



Designing for Innovation and Meaningful Participation

Lead your teams meaningfully in a way that increases creativity, engagement, productivity, well-being and job satisfaction.

Learn the cutting edge entrepreneurial leadership skills of Human Centered Design and Design Thinking and Facilitating to supercharge your team collaboration, creativity, ideation and productivity.

BUSINESS MODELING



Entrepreneurial Designers and Facilitators

Engage your teams for incremental and large scale development of your business or business unit?

Advance your critical entrepreneurial leadership facilitation and design skills to collaboratively engage your team in business model/unit improvement while simultaneously keeping close tabs on team well-being.

Apply new business modeling techniques and tips to develop your ability to collaboratively design, facilitate and understand business optimization.

CHANGE LEADERSHIP



Innovation and Modeling Collaborative Change

Lead change with the mindset and skills of an entrepreneur and innovator? From existing businesses to startups that are both large and small, “change management” campaigns often fail as they are drafted from a top-down perspective, leaving the immense untapped potential of employees on the table. In these sessions, we explore how we might design for continuous change in ways that engage the wisdom of the organization and build alignment among stakeholders all while increasing overall well-being for you and your teams.



ADDITIONAL COURSES

Facilitative Leadership

Learn, practice and apply creative problem solving to even the most complex issues to drive innovation and participation on your team.

Coaching for Innovation

Great leaders coach and develop others. Bring joy and innovation to your leadership style as you practice tips on growing your coaching relationship.

Selling Like a Pro

If you're like most of us, the challenge of the sale feels like a big and necessary hurdle. This sales class will walk you through the entire sales process from building awareness with prospecting to closing a sale.

Primer in Intellectual Property

Gain the tools to understand and utilize intellectual property, learn about intellectual property licensing and agreements and explore real-world examples of intellectual property

FACULTY



DR. ART SHERWOOD

Director, Western Washington University's Entrepreneurship and Innovation Program
David Cole Professor of Entrepreneurship in the College of Business and Economics at Western Washington University.

Courses:
Three-part Certificate Course
& Coaching for Innovation



MEG WEBER

Director, Executive Education Western Washington University's Entrepreneurship and Innovation Program and Lead Instructor

Courses:
Facilitative Leadership

LEARN MORE

Questions? Contact Meg Weber
Phone: 360-961-2607 Email: meg.weber@wwu.edu