



MUSIC CITY INNOVATION

A unique executive education program from Vanderbilt University's Owen Graduate School of Management.

Nashville is a one-of-a-kind city—and we're offering a **one-of-a-kind program for business executives** that combines a slice of Music City history with an invaluable education experience from world-renowned Vanderbilt University professors.

Vanderbilt's globally ranked Owen Graduate School of Management brings you Music City Innovation, a customizable one-day program that immerses participants in the history of Nashville while expanding their strategic innovation skill sets. If you'd like to create a culture of innovation in your organization—and expand the capacity of your executive team to adapt to new challenges—this is a memorable opportunity you simply can't find anywhere else.

Led by nationally recognized innovation expert **David Owens** and noted Music City historian **Craig Havighurst**, this program teaches participants how innovation shaped the history of Nashville. (Did you know that the success of the Grand Ole Opry can be attributed to using a disruptive technology—radio—and that an insurance company was the driving force behind it?) Participants will learn how to apply the same lessons in the workplace to foster innovation and drive adoption of new business ideas.

Your team will learn to look at business challenges with a totally new perspective—while visiting some of Nashville's most beloved destinations.

At a Glance

- A customizable one-day program for groups of up to 30 executives
- Combines invaluable learning with trips to some of Nashville's most iconic destinations
- Led by faculty from Vanderbilt's top-ranked Owen Graduate School of Management
- Builds strategic innovation skills for your organization
- Contact David Goodridge, Director, Vanderbilt Executive Education: david.goodridge@owen.vanderbilt.edu or [615.343.9551](tel:615.343.9551)

“What made this program fascinating was the way the history of WSM was woven in. A major takeaway was that there are still innovative ways we can work through the challenges we're facing—the program opened up the group to think about doing things in new ways.”



Music City Innovation – Program Schedule

AM	Welcome & Music City Journey, 8:00. Hosted by Craig Havighurst, noted Music City historian.
NOON	Lunch & Learn At Vanderbilt's beautiful campus or a restaurant of your choice.
PM	Strategic Innovation, 1:00–5:00. Taught by nationally recognized expert David Owens.

For more information or to schedule your one-day experience, contact David Goodridge, Director, Vanderbilt Executive Education: david.goodridge@owen.vanderbilt.edu or **615.343.9551**.

Breakfast, lunch and transportation are included in the program fee.

Your Instructors



David Owens, PhD

*Professor for the Practice of Management
and Innovation
Vanderbilt Owen Graduate School of Management*

David Owens's research has been featured in the *New York Times*, the *Wall Street Journal*, the *London Guardian* and NPR's *Marketplace*. His work in the area of business strategy, innovation process and product development has included engagements with NASA, LEGO and Bristol-Myers Squibb. He has also performed product design consulting work for a variety of firms including Daimler Benz, Apple Computer and Coleman Camping.



Craig Havighurst

*Music news director, WMOT/Roots Radio 89.5 FM
Senior producer and writer, Music City Roots*

Craig Havighurst is a Nashville-based author, journalist, speaker and media producer who has been studying music culture and the music business since the late '90s. In addition to writing for NPR, WPLN-FM, the *Wall Street Journal*, *Texas Monthly* and other magazines, Craig also writes for Music City Roots, a nationally syndicated radio show that spotlights Nashville's rich and varied music scene. His book, *Air Castle of the South: WSM and the Making of Music City*, documents how Nashville was transformed by one of the nation's greatest radio stations.



Conveniently located near downtown Nashville, Vanderbilt Owen Graduate School of Management is ranked as a top institution by *BusinessWeek*, the *Wall Street Journal*, *U.S. News & World Report*, *Financial Times* and *Forbes*.

Visit our website for more information regarding programs and schedules, faculty biographies, online registration and maps and directions.



Executive Education
OWEN GRADUATE SCHOOL OF MANAGEMENT

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