



EXTREME GREEN

THE BROAD KEY TO CREATIVITY

EG is an immersive, experiential series of three-day workshops held four times during the MBA program where students learn creative, innovative, and entrepreneurial thinking competencies.

EG draws out and channels individual natural creativity to solve real-world, challenging business problems, and create new business models.

BUILDING CREATIVE CONFIDENCE

We're born creative because we know no limits and everything is possible. Over time, we are socialized to judge, to fear being judged, to be analytical, to be critical thinkers. IDEO, the leading design company, argues and as you will learn, you can relearn creative confidence by practicing design thinking, empathy, and iterative prototyping.

CREATIVE PROBLEM SOLVING

The two buddies were wondering how they were going to pay next months rent. Wait, there is a shortage of hotel rooms at the upcoming industry conference. Why not rent out our apartment? We can blow up some air mattresses and cram more people in. Hence, AirBnB.

CORPORATE INNOVATION

Disney creativity was flagging. They bought Pixar, Marvel, and Lucasfilm, and with the release of each new movie, brought out new rides at parks and/or multiple lines of retail merchandise that added \$252 billion in retail sales to movie revenues in 2015.

DISRUPTIVE ENTREPRENEURSHIP

The founders of Uber were jamming on problems that could be their next business idea. They thought one of the miserable San Francisco lifestyle problems that was not being addressed was being stranded with no taxi in sight. Hence, Uber.

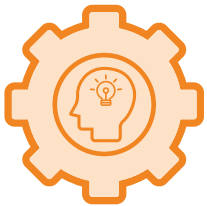




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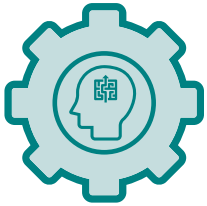
THE BROAD KEY TO CREATIVITY

MBA students work with Fortune 500 companies, ranging from consumer goods to automotive giants to create innovative solutions to real-world problems. “Creativity” is commonly defined as a novel solution with practical value. Steve Jobs said, “Creativity is just connecting things.” We just find ways to get it done.



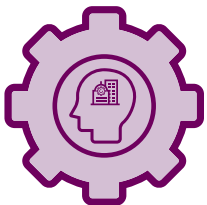
SEMESTER 1: **LEARN CREATIVITY CAN BE A DEVELOPED SKILL**

- Work with **Second City** alumni to learn improvisational skills that can be adapted to fast problem solving
- Work with **Wendy's** to create new gastronomic delights
- Work with **Procter & Gamble** to re-conceptualize retailing



SEMESTER 2: **LEARN FORMAL CREATIVE PROBLEM SOLVING**

- Work with trainers from **Disney** who teach the Imagineers how to be creative
- Work on developing a creative mindset and learning skillsets and toolsets for creative problem solving
- Apply the learning to a real-world problem



SEMESTER 3: **LEARN INNOVATION PROCESSES THAT WORK AT MAJOR CORPORATIONS**

- Learn innovation tools from **General Motors'** innovation leads
- Imagine the future and the implications around where automotive and new technologies intersect
- Convince GM executives you have a profitable response to a macro-technological challenge



SEMESTER 4: **LEARN TO LEVERAGE THE VOLATILE, UNCERTAIN, COMPLEX, AMBIGUOUS ENVIRONMENT OF DISRUPTED INDUSTRIES**

- Apply the MBA learnings to succinctly and rapidly develop lean business plans
- Develop realistic and feasible new business models for disrupted industries
- Convince a panel of venture capitalists that your model will profitably exploit change in the disrupted industry

