

**“The innovation point is the pivotal moment when talented and motivated people seek the opportunity to act on their ideas and dreams.”**

— W. Arthur Porter, Former  
Oklahoma Secretary of  
Science and Technology

# Innovation and Leadership through Positive Psychology

*Gain a New and Practical Approach  
to Continued Innovation*

It's no secret that innovation is the lifeblood of today's most successful businesses. Yet many leaders struggle to create a culture where pivotal moments of innovative thought are commonplace.

The Innovation and Leadership through Positive Psychology program is the only program that focuses the power of positive psychology on innovative work behavior. It offers leaders practical knowledge and tools that help create cultures promoting innovation in products or new ideas.

## Program Overview

The three-day executive education program brings together principles of the innovation process, leadership, and positive psychology to help create work cultures where innovation can flourish. Through lectures, case study discussions, and collaborative exercises, participants will learn how to use positive psychology as a leadership tool and encourage a culture of innovation. The program will also incorporate networking opportunities, allowing participants to create a community of like-minded professionals to foster continued learning and application of knowledge beyond the program.

Those who attend the program will discover their innate character strengths and have the opportunity to explore new ones. They will learn how to apply their strengths to the four antecedents of innovation—positive emotion, work culture, creativity, and engagement—to develop a workplace where employees are engaged, creative, and high-performing participants in the innovation process.

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**Three-Day Executive  
Education Program**  
February 3–5, 2016  
UC Berkeley Campus

### Academic Team



Lee Fleming, PhD  
UC Berkeley



Keith P. Gatto, PhD  
UC Berkeley

# Information and Registration

For more information or to register for the program, contact Keith Gatto at:

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510-664-4464

<http://funginstitute.berkeley.edu/positive>

## Who Should Attend

This program is designed for those in leadership and managerial roles who want to:

- Create or influence a high-performance positive culture
- Facilitate innovative work behavior with individual employees and teams
- Promote positive leadership techniques to empower employees and teams to generate new ideas, gain internal support for new products or processes, take risks, and implement new ideas within the organization
- Advocate new and positive ways to increase innovation
- Manage and create positive internal and external working relationships
- Learn a new holistic and positive approach to leading and managing organizations

## Advisory Board Members



Stuart Crabb, Chair  
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The program draws on the framework of character strengths central to positive psychology in the workplace—a field that's making a positive impact at more and more leading organizations.

## Instructors

Taught by a mix of Berkeley faculty and industry leaders, the program combines academic expertise in innovation and positive psychology with industry perspective and experience.

## Industry Advisory Board

Unique to this executive education program is the industry advisory board. Comprised of diverse professionals who are interested in promoting the value of a positive workforce and its impact on innovation, the board provides input, from an industry perspective, on the program's development and helps disseminate information about the program to the public.

## Cost

\$3,500

Includes tuition, materials, parking, light breakfasts, lunches, and a networking reception.