

Innovation QuickStart: Customized Executive Education Programs

Challenge

In Peru, a mining company wanted to drive innovation, create value, and increase social acceptance. The challenge: How to quickly pull more people than ever before into a new way of doing business? How to design project development that would mitigate risks while also maximizing benefits?

Solution

In partnership with Duke University, we custom-designed an Executive Education Workshop titled *Innovation and Inclusion in the Mining Industry*. We invited colleagues from Duke's Fuqua School of Business, the Duke Center for International Development (DCID), and the Nicholas School of the Environment (NSOE), to help us run an intensive two-and-a-half day, multi-disciplinary workshop.

Result

Held in Arequipa, Peru, 20 employees from across the company took a deeper look at the issues surrounding corporate-community interactions. The experience strengthened internal relationships *and* inspired new ways to build external relationships. This created the possibility of re-imagining old problems and helped move the company from an "Us vs. Them" mindset to an all-encompassing "We" perspective. Ideas emerged with multiple stakeholder benefits and lasting solutions. The company moved from purely transactional interactions to transformational relationships. Because of the focus on relationship, the workshop positioned participants for immediate and long-term success—for shareholders, employees, and local communities.