

Innovation strategy sprint

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Why this sprint?

Innovation is often narrowly defined as product development, but organisations that innovate consistently treat it as an enterprise capability – embedded in their processes, systems of work, and strategic planning. Most leaders know innovation matters; far fewer know how to structure, sustain, and measure it across an organisation.

The innovation strategy sprint equips leaders with the strategic frameworks and practical tools to move beyond innovation theatre. Participants learn how to scope innovation opportunities across the full business system, design options portfolios that balance risk and return, structure implementation using roadmaps and prioritisation frameworks, and build the organisational infrastructure that makes innovation repeatable.

Over four modules, you'll learn from University of Sydney researchers and Atlassian practitioners, share insights with peers, and complete a final project applied to your own organisation.

What will you gain?

- + Distinguish innovation strategy from innovation theatre – and build the former
- + Scope innovation opportunities across products, processes, networks, and business models
- + Design an innovation options portfolio that balances sustaining, adjacent, and transformational horizons
- + Use roadmaps and prioritisation frameworks to turn strategic goals into structured initiatives
- + Anchor innovation in your organisation's existing strategic advantage
- + Build the team dynamics and organisational conditions that sustain innovation
- + Work on an innovation strategy plan for you and your organisation
- + Receive a University of Sydney badge, your personal innovation strategy credential

Learning outcomes

- 01 Identify the key features, types, and strategic dimensions of innovation
- 02 Apply appropriate frameworks to identify and scope innovation opportunities within an organisational context
- 03 Design a structured innovation implementation plan – including roadmaps and prioritisation frameworks aligned with organisational goals
- 04 Propose innovation measurement systems to track progress over time

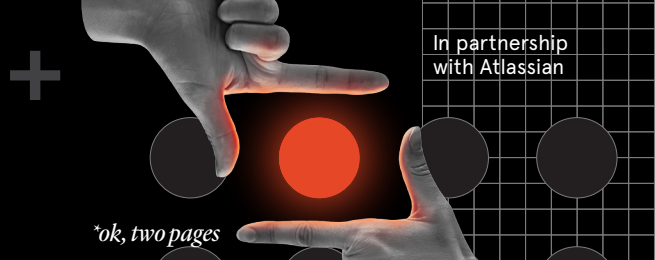
Assumed knowledge

Professional experience in a management or leadership role. Understanding of business strategy and organisational operations. No specific technical knowledge is required.

Time commitment

The core sprint content is self-paced over two weeks, comprised of videos, additional readings, and workbook activities. We recommend setting aside between 30–60 minutes a day to work on core content.

There are three live sessions of around 2 hours each, which are recorded. Networking events are optional, but a great chance to meet your cohort!



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What is involved?

The sprint combines asynchronous learning with live interactive sessions. Online modules include video content featuring University of Sydney Business School faculty and Atlassian experts, additional readings, a practical workbook, and cohort discussions. Each module builds toward a final project where you'll develop an innovation strategy plan for your own organisation, incorporating the frameworks and tools explored throughout the sprint.

Modules

Module 1

What is innovation strategy?

Innovation. Everyone wants it. Most organisations claim to be doing it. Very few can tell you what it actually is. This module strips away the jargon to show how innovation strategy differs from innovation theatre – the organisational habit of prioritising the appearance of innovation over its substance. You'll learn to scope innovation across the full business system, map competitor trajectories to identify white spaces, translate strategic ambition into actionable pillars with measurable targets, and anchor your innovation in your organisation's existing strategic advantage rather than chasing what competitors are doing.

Module 2

What does it mean for your team?

Innovation doesn't happen inside a strategy document – it happens inside teams. This module examines how to build the team dynamics that sustain innovation: moving from static teams to dynamic "teaming", using constructive controversy to stress-test ideas, and creating the psychological safety that makes productive conflict possible. You'll explore the concept of transient advantage and learn to manage a portfolio of competitive opportunities through a structured innovation lifecycle.

Module 3

How do we do innovation strategy?

Strategy treated as a finished document ends up in a digital drawer. This module shows you how to build a living strategy – one that evolves with your organisation. You'll explore how the tools you use shape the thinking that emerges, develop the narrative skills to bring teams along when innovation changes direction, and learn to open your strategic process to partners, suppliers, and ecosystems using digital collaboration platforms.

Module 4

Succeeding at innovation strategy

A brilliant strategy on paper counts for nothing if it fails in implementation. This module addresses the measurement, leadership, and learning systems that sustain innovation over time. You'll learn a stage-appropriate measurement framework, explore three layers of innovation leadership – Entrepreneurial, Enabling, and Architecting – and examine the most common implementation failures with practical remedies for each.

Assessment

The final project requires you to develop an innovation strategy plan for a real organisational challenge. Drawing on sprint concepts and tools, you'll identify and scope innovation opportunities, design a structured implementation plan with roadmaps and prioritisation, and propose measurement systems to track progress. The focus on your own organisational context ensures you leave with something immediately applicable.