

Marquette University: Innovation Alley recruiting next cohort for Igniting Insights: Innovation Leadership course

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MILWAUKEE — Registration is now open for the third cohort of “[Igniting Insights: Innovation Leadership](#),” a seven-week program offered to working professionals through Marquette University’s [Innovation Alley](#), which drives the Marquette community to reimagine education both in the classroom and in their workplaces to create a ripple effect far beyond campus boundaries.

Effective leadership and innovation requires recalibrating one’s personal and professional mindsets to move teams beyond mere delivery of stated objectives toward discovery-driven problem solving for learning, innovation and growth. Igniting Insights offers rising talent the practical tools they need to become innovation leaders. Participants learn to challenge themselves, challenge the status quo, advance their career, grow their network, and add value to their communities and organizations.

“Participants in Igniting Insights are curious — about themselves, others and innovation,” said Kate Trevey, co-creator and instructor. “Through this uniquely transformational experience, they develop the confidence to find a better way and create value with others. One of the most powerful elements of this program is that it is an opportunity to explore who you are in a deeply personal way alongside others who are similarly committed to personal growth as a leader and as an innovator.”

Registration is open until 11:59 p.m. on Monday, Jan. 23, and a virtual live launch

event with participants will be held Wednesday, Jan. 25, from noon to 1:30 p.m. (CT). Sessions begin the week of Jan. 30. Enrollment is [available online](#) and the cost is \$1,765.

Facilitated by Marquette's Fotsch Innovation and Engineering Leadership Development (FIELD) Center, Igniting Insights sessions are 100% virtual, delivered in both synchronous and asynchronous formats. The weekly time commitment for participants is up to five hours each week. There are large and small group meetings, which include live events with proven innovators, including:

- **Chuck Swoboda**, former chairman and CEO of Cree, where his team successfully led the LED lighting revolution by creating new products and focusing on solving old problems in completely new ways.
- **John Zeratsky**, best-selling author who has worked for Google, YouTube and GV (Google Ventures), where he helped develop the Sprint method, and with Netflix, as well as Associated Bank, IDEO, Caterpillar, Schneider Electric, Airbnb and many others.

A program schedule and topic listing is [available online](#).

Previous participants have represented a wide range of industry roles for companies such as IBM, Baird, Northwestern Mutual, Regal Rexnord Aerospace and ManpowerGroup, among others. The course has a 99 net promoter score from past participants.

Igniting Insights is a multi-disciplinary collaboration between Innovation Alley and the FIELD Center, which is home to Marquette's E-Lead Program and other innovation leadership development offerings.

About Marquette University

Marquette University is a Catholic, Jesuit university located near the heart of downtown Milwaukee that offers a comprehensive range of majors in 11 nationally and internationally recognized colleges and schools. Through the formation of hearts and minds, Marquette prepares our 11,100 undergraduate, graduate, doctoral and professional students to lead, excel and serve as agents of positive change. And, we deliver results. Ranked in the top 20% of national universities, Marquette is recognized for its undergraduate teaching, innovation and career preparation as the sixth-best university in the country for job placement. Our focus

on student success and immersive, personalized learning experiences encourages students to think critically and engage with the world around them. When students graduate with a Marquette degree, they are truly prepared and called to Be The Difference.