

## Five Disciplines of Innovation Workshop



### An Innovation Toolbox for Success

SRI International's Five Disciplines of Innovation Workshop is a highly interactive two-day workshop where professionals, engineers, managers and scientists learn, examine and apply the disciplines of innovation. The Five Disciplines of Innovation Workshop is the foundation of SRI International's Innovation Best Practice Series.

Universities, companies and governments worldwide use the Five Disciplines of Innovation framework. The approach is based on proven Silicon Valley practices and gives organizations a competitive edge while enabling them to contribute growth to their communities and economies.

Through use of best practices, individuals and teams gain a comprehensive "innovation toolbox" for success. The Five Disciplines of Innovation Workshop defines innovation, focuses on its importance, provides a shared innovation language, and engages participants in practical exercises that enable them to immediately create new value.

This hands-on, interactive workshop takes participants through the five disciplines required to systematically create successful innovation. Understanding market and customer needs, forming innovation teams and establishing a shared innovation language are innovation best practices applied to important projects on which they are currently working.

### Gain Valuable Insight from Experts in Innovation

The highly successful book, "Innovation: The Five Disciplines for Creating What Customers Want" authored by Curt Carlson, President & CEO of SRI International, and Bill Wilmot, Director of the Collaboration Institute provides the foundation for this workshop. This book has been translated into 12 languages and has guided successful innovators around the globe. Workshop facilitators are SRI certified Silicon Valley professionals with start-up, venture investing or executive-level experience.

### SRI Five Disciplines of Innovation

- Important market and customer needs
- Value creation
- Innovation champions
- Innovation teams
- Organizational alignment





**In the 12 months since our visit to SRI, we have totally revolutionized our creative processes. It is clear that ideas we have generated have been step changes in our level of creativity and innovation.**

#### **Workshop Format**

- Discussion of each discipline
- Interactive exercises and team activities
- Prepare and present innovation concepts
- Feedback via Value Creation Forums
- Focus on team, innovation champions and organizational alignment

#### **Key Topics Covered**

- Separate important innovations from ones that are merely interesting
- Develop compelling value propositions for customers and partners
- Acknowledge the role of champion
- Collaborate more effectively to assemble the best teams
- Identify and remove obstacles that hamper innovation
- Align the organization to liberate creativity, and sustain continuous innovation

The Five Disciplines of Innovation Workshop provides leaders a proven methodology for identifying important innovations and improving their value propositions. The goal is to provide the best opportunity for an innovation to become a successful venture that contributes to growth of the organization and can compete in today's global marketplace.

#### **Who Should Attend**

Individuals and teams from a variety of disciplines within an organization participate together, helping establish a common foundation for innovation.

- Engineers, professionals and scientists with a new technology or idea
- Entrepreneurs with a business concept or who are incubating a company
- Administrators responsible for technology transfer, licensing patents or commercializing ideas

#### **About SRI International**

Silicon Valley-based SRI International, a nonprofit research and development organization, performs sponsored R&D for governments, businesses, and foundations. SRI brings its innovations to the marketplace through technology licensing, new products, and spin-off ventures. Commemorating its 65th anniversary in 2011, SRI is known for world-changing innovations in computing, health and pharmaceuticals, chemistry and materials, sensing, energy, education, national defense, and more.

Headquarters: Silicon Valley

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Additional U.S.  
and international locations

[www.sri.com](http://www.sri.com)

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