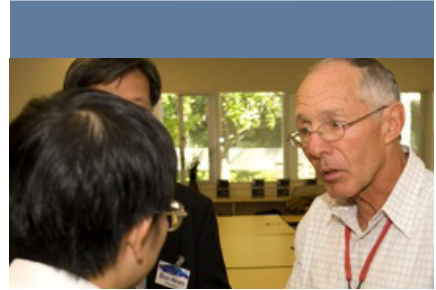


Executive Five Disciplines of Innovation Workshop



Executives and managers gain valuable insight to optimize their organizations for innovation

Aligning Management and Innovation Principles

The Executive Five Disciplines of Innovation Workshop is uniquely designed for executives who are implementing the Five Disciplines of Innovation within their organization. In this one-day interactive workshop, senior managers and key administrators examine organizational alignment with innovation principles.

Continuous innovation is the hallmark of highly successful companies, universities and government agencies around the world. Creating an innovation environment within an organization requires alignment from the top of the organization through all levels, functions and disciplines. Executives committed to creating an innovation environment find the Executive Five Disciplines of Innovation Workshop essential to building and maintaining organizational alignment on the key principles.

Designed for Executives, Senior Managers and Key Administrators

Facilitated by Silicon Valley professionals with successful startup, venture investing, and executive-level experience, this one-day workshop is delivered in an accelerated, interactive format intended for busy executives and managers. With the goal of enabling the development of sustainable innovation programs, the Executive Five Disciplines of Innovation Workshop focuses on organizational alignment, common language and tools to systematically create a successful innovation environment.



Practical Innovation Toolbox

Executives and managers gain an innovation language and a methodology for value creation based on the simple and powerful NABC Value Proposition.

- N** — Needs important to the market or customers
- A** — Approach to meet these needs
- B** — Benefits per cost for the customer
- C** — Competition addressed with a superior approach

Learning how to incorporate the value proposition into innovation decisions, helps organizations to greatly improve their ability to compete in today's global, customer-driven market.



Innovation: The Five Disciplines for Creating What Customers Want

The Executive Five Disciplines of Innovation Workshop is based upon 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. This book has been translated into 12 languages and has guided successful innovators around the globe. Describing how a disciplined approach to innovation can facilitate the successful creation and delivery of a new or improved product or service, this award-winning book has provided the foundation for the SRI Innovation Best Practice Series of workshops.

SRI Five Disciplines of Innovation

Important market and customer needs

Value creation

Innovation champions

Innovation teams

Organizational alignment

Workshop Format

- Identify customer needs and discuss the value creation process
- Interactive exercises and activities
- Prepare and present innovation concepts
- Introduce Value Creation Forums
- Develop innovation improvement and organizational alignment strategies

Key Topics

- Define innovation for the organization
- Identify enablers and barriers to innovation
- Separate important innovations from ones that are merely interesting
- Identify innovations with high value potential
- Creating an innovation environment

SRI’s practical approach to identifying value in innovation is distilled into a one-day program for executives and managers. It helps them define innovation, provide shared innovation language, and engage in practical exercises that enable them to put principles into immediate action. They leave with tools, terminology and techniques that will promote organizational alignment innovation.

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.

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Additional U.S.
and international locations

www.sri.com

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