



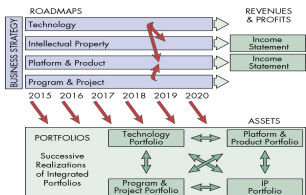
# R&D - Product Development Innovation Summit

Innovate Along The Continuum

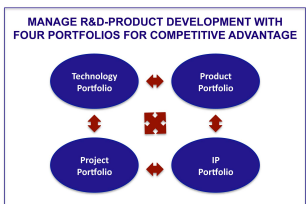
R Rd RD rD D



Roadmap The Route



Achieve Portfolio Goals



Design for Performance

The 5 Types of Manufacturing Processes

Repetitive	AAAAAAAAAAAAAAAAAAAA
Discrete	ABABA C BA DBA
Job Shop	A B C D E F A G
Process (Batch)	A A B C A A
Process (Continuous)	AAAAAAAAAAAAAAAAAAAA

Drive Commercialization



Measure Corporate Success



Navigate Turbulent Times



## R&D Productivity Through Innovation

DAY 1	Best Practice Innovation Processes C-Level Innovation Drivers Innovation Tools & Techniques An Exercise
DAY 2	Three Must-Know Innovation Tools Semantic Technology Best Practice Intellectual Property Two Exercises
DAY 3	Open & Outsourced Innovation Metrics & Measurement Reward & Recognition Summary

### Product Development Innovation - Eight Modules March 29-31, 2016 at Four Points Sheraton - Boston (Norwood) , MA

Who should attend these seminars.....?

- ◆ C-Level Executives - Presidents and VPs, CXOs, General Managers of profit centers,
- ◆ Department Managers, Functional Managers, Fellows, Technical Leaders, Program Managers in Marketing, Product Management, R&D, New Product Development. The more people you manage, the more this Summit will be useful to you.

Key Benefits:

- ◆ Understand the inherent innovation of product development processes.
- ◆ View innovation from the executive perspective-what works, what doesn't.
- ◆ Identify the key tools available today; recognize appropriate applications.
- ◆ Gain solid familiarity with three most credible innovation methodologies.
- ◆ Understand the basic constructs of converting innovations to protected IP.
- ◆ Recognize most popular software that facilitates innovation and creation.
- ◆ Learn a range of motivational mechanisms to nurture innovation.
- ◆ Learn techniques to foster innovations outside direct company control.

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# R&D - Product Development Innovation Summit

GGI is a thirty year old company whose primary business is long-term advisory projects to top corporate management to assist in bringing Marketing, R&D, Product Development, and Operations together to maximize revenues and profits from new products over the several years that it takes to achieve leverage. We make our living by working out the real solutions with our clients and rolling up our sleeves to see it through. Our perspective in the Summits we offer is "what is practical and achievable." To this end, hard data and factual information are key filters one must use to focus priorities and make good decisions.

The Innovation Summit is an information-intensive experience. Please come with your mind ready to cover the expanse of the Body of Knowledge of Innovation. There are literally hundreds of things you could choose to do to make progress on Innovation. You will leave the Summit understanding the tens of things you should consider and decide between.

Our Summit is content rich in factual data-driven information about innovation. GGI performs primary market research of corporate-level R&D activities and practices every other year for the past fifteen years. It is a separate business and may be found on our website. Our 2014 Survey was partially designed to augment the content of this Innovation Summit. We will be presenting most of the material that was in the 2014 research during the three days. Our primary research is purchased by McKinsey, Booz-Allen, and many corporations that know the work of our company.

An approximately 500-page hard-copy color Innovation Summit Coursebook will be provided to each participant, as well as a discounted opportunity to purchase an electronic version for company-wide intranet use.

"An intense overview of innovative trends, practices and history with a high caliber audience."



-Shawn Banker  
Director, Engineering  
Velcro USA

"This course is very valuable for anyone looking to define or redefine their innovation process."



-Udo Graf  
Corporate VP, R&D  
Mentor Corporation

"The workshop exposed me to new things and made me think of extensions to apply in my domain."



-Krishnan Saranathan  
Managing Director  
United Airlines

## DAY ONE

- ✓ 25 years of Process progress
- ✓ Best Practice Processes
- ✓ Relative Innovativeness Of Today's Tools+Techniques
- ✓ Primary Research - Changes In Corporate R&D Strategy & Allocation 2004-2008
- ✓ C-Level Innovation Drivers
- ✓ Primary Research-Usage Of 70 Tactical Innovation Tools Available Now
- ✓ An exercise in innovative thinking to conclude the day

"Broad scope covered efficiently."

-Stephen Tomaszewicz  
VP, Engineering  
Curtis Instruments Inc.

"This has been an excellent eye opening experience about current trends across various industries. Very helpful to define future decisions in setting future corporate engineering organization direction and strategies."

"I liked your history lessons sprinkled in. They helped me to understand why things are the way they are."

-Jean Woloszko  
CTO & VP R&D  
ArthroCare Corp.



-Sam Landers  
R&D Fellow  
Goodyear



"The workshop was a one stop shop for innovation insights, tools, metrics and terminology."

-Angel Cabrera  
CTO  
Vurv Technology



"Best seminar I have attended."

- Steve McSpadden  
Manager, New Product  
Engineering  
GILBARCO



"Even though I am new to product development the seminar was quite understandable, but very rich in information and facts."

-Alejandro Garcia  
Director, Applications Wolters  
Kluwer Law & Business



# R&D - Product Development Innovation Summit

## DAY TWO

- ✓ "Lead User Analysis"
- ✓ "TRIZ"
- ✓ "Lateral Thinking®"
- ✓ "Six Hats®"
- ✓ "Semantic Technologies"
- ✓ "Knowledge-Enabled Innovation"
- ✓ "IP Creation & Valuation"
- ✓ "IP Stories & Market Cap"

"Very thorough and interesting. Great job."



-Subu Davuluri  
Director, Engineering,  
YouSendIt

"Some great material. Seminar leader is very experienced and knowledgeable."



-Laurel Macomber  
Director, PMO  
Innovative Spinal Technologies

## DAY THREE

- ✓ Open Innovation
- ✓ Outsourced Innovation
- ✓ Measurement & Metrics
- ✓ Rewarding Innovation
- ✓ Recognizing Innovation
- ✓ Key Book Reviews
- ✓ Summary & Conclusions

Since the early 1980s, and some argue before that, three innovation methods have stood the test of time. Our C-Level audience does not need all the details, but does need to know enough to direct strategy and prioritize resources. We examine:

1. Eric VonHippel's "Lead User Analysis" method will show participants how to identify advanced users that are years ahead of the thought process and information that can be gathered from focus and peer/user groups. Exercise#2.

2. Genrich Altshuller's "Theory Of Inventive Problem Solving [TRIZ]" method. Guest speaker Richard Langevin has over forty years of experience across his military service and his work with industry. In 1993, after a distinguished military career, Mr. Langevin commenced his focus on the body of knowledge of Triz, perhaps the most all encompassing innovation technique that exists in industry. Richard was an early practitioner in the field. In the mid 1990s, he co- founded the Technical Innovation Center [TIC] which he now runs. In 1998, Mr. Langevin was a founding member of the Altshuller Institute for TRIZ Studies [AI], a non-profit organization to promote TRIZ. Mr. Langevin is graduate of Iowa State University and holds a BS in Physics and Education; and is a graduate of the Navy Supply Corps School. He has authored five books on the subject of TRIZ. Exercise #3.

3. Edward deBono's "Lateral Thinking®" and "Six Hats®" world renown methods. Exercise 4.

*Summit attendees are now well positioned after the first day and one half of the Summit to turn from Innovation to Invention and Intellectual Property.*

In the afternoon, we fast forward to Web 2.0 and the power of tools that can search patents on five continents and translate them into any of five languages in the time it takes you to process an ATM transaction. Top managers have got to know this is at hand.

5. "Semantic Technologies & Knowledge-Enabled Innovation" will address the internet that is soon to arrive as a tool for business, and highly advanced software that exists today that can perform IP and prior knowledge searches on a global basis in the native languages of the primary inventive countries.

6. "Intellectual Property Valuation & Strategy" Guest speaker Bill Petrow manages the IP Landscaping Practice at ipCapitalGroup [ipCG]. Bill is a Registered USPTO Patent Agent and is expert in assembling innovations into robust offensive and defensive IP portfolios that can be valued. A BSEE by training, Bill spent sixteen years in industry in aerospace, medical devices, and wireless.

Guest speaker Adam Bulakowski, Director of ipCG Consulting, leads the consulting practice whose clients range from venture-backed tech to Fortune 100 consumer products. Adam's focus areas include: IP diligence and economic valuation for monetization and IP strategy development at P/L levels. Adam graduated with Distinction from the Tuck School of Business at Dartmouth, and was a Presidential Scholar in Biomedical Engineering at BU.

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The content of the Summit is broken into eight modules. It follows a logical flow of the subject matter, culminating in how to measure you ation and reward and recognize achievement.



- MODULE 1: Best Practice Innovation Processes
- MODULE 2: C-Level Innovation Drivers
- MODULE 3: Tactical Innovation Enablers & Tools
- MODULE 4: Three Key Innovation Techniques
- MODULE 5: Semantic Technologies & Knowledge-Enabled Innovation
- MODULE 6: Best Practice Intellectual Property Management
- MODULE 7: Open & Outsourced Innovation
- MODULE 8: Innovation Metrics & Rewards

The closer you are to the top of the organization, the more this Summit will mean to you.



# GGI's Innovation Summit

## Creativity Direction *for R&D Leaders!*

### Courses & Schedules

Dates	Title	Single	Team (3 or More)
March 29-31, 2016	R&D-Product Development Innovation Summit	\$1899	\$1699 (ea.)

- A block of rooms at favorable rates have been set aside at the conference hotel until February 26, 2016, after which they will be released to the general public. **Discounted rooms are available after February 26 until the hotel reaches 100% occupancy.**

- If scheduling conflicts force a need to cancel, refunds will be available until February 26, 2016 after which the full charges will be incurred. There is a 10% service charge on the registered workshop price for all refund transactions.

- The Summit starts at 9:00 AM and runs to 5:15 PM on the first day. Day two starts at 8:30 AM and runs to 5:15 PM, followed by a reception. Day three starts at 8:30 AM and runs to 3:00 PM. Each day includes all meeting supplies, yummy AM and PM breaks, and a five star luncheon buffet.

### Seminar Faculty

**Bradford L. Goldense**, NPDP, CMfgE, CPIM, CCP, [seminar leader] is Founder and CEO of Goldense Group, Inc. [GGI], a thirty-year old Needham Massachusetts consulting, research, and education firm concentrating in advanced business and technology management practices for companies that create and commercialize products. Mr. Goldense has consulted to over 250 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 750 manufacturing locations in North and South America, Europe, and the Middle East. Abbott Laboratories, Bayer, S.C. Johnson, Ford, General Motors, John Deere, Phillips, Carrier, Molex, United Technologies, Bose, and Shure are representative among GGI's clients. Mr. Goldense is an internationally recognized expert on product development, R&D metrics, and innovation. Brad has been an invited guest on Alexander Haig's World Business Review, and has appeared on PBS The Business & Technology Network, and on CNBC, and has authored or been quoted in over 250 articles in industry trade press. Brad is past Worldwide President of the Society of Concurrent Product Development [SCPD], and he served on the board of the the American Society of Engineering Management [ASEM]. He was a faculty member in the Masters of Engineering Management Program at The Gordon Institute of Tufts University for twenty years.

**John R. (Dick) Power**, PMP, CFP, [instructor] is Director of Executive Education at GGI. Mr. Power has been practicing in the advanced and new product development and production areas for over 40 years. He is highly experienced in project management of large and complex high technology products from Initial phases through production, distribution and sustaining support. As a US Army Signal Corps Officer, retiring as a Colonel in 1992, he was a leader in acquisition of electronic systems. More recently, Dick worked at GTE (before its merger with Bell Atlantic to form Verizon) as Director of Total Quality for the Government Systems Group and later as Corporate-wide program manager for information security.

Please visit GGI's Innovation Summit home page to see our **Expert Guest Speakers** and to learn about their backgrounds!

### Check Payment

The easiest way to register is to pay by credit card through GGI's The Wisdom iStore at [www.goldensgroupinc.com](http://www.goldensgroupinc.com).

If you wish to pay by check please make your check payable to "Goldense Group, Inc." and mail it to Goldense Group, Inc., 1346 South Street, Needham, MA 02492. Please provide contact information for the registrant or registrants and we will contact you to confirm.

Your conference hotel is the **Four Points Sheraton Hotel and Conference Center**, conveniently located on the southbound side of US Route 1 in Norwood, MA (for reservations call **781-769-7900**). It is located 22 miles southwest of Boston and easily accessible by rental car or reserved coach. Call Christopher Limo at 781-760-3588 (mention GGI seminar) to reserve a coach for pickup at Logan Airport. The hotel has 230 rooms; mostly standard queen, along with a number of suites or king corners. Rooms are \$140 daily (including an excellent full breakfast buffet). King corner rooms are \$160 and suites are \$180 per day. Suites include a small meeting area. Call early to reserve a special room. **Mention "GGI's Summit" to assure your room discount.** Hotel rooms are blocked for GGI until February 26, 2016 only, but rooms are likely available right to the start of the Summit.

The hotel has an excellent restaurant, One Bistro, that is very popular locally. Complimentary van service is available for any establishment in a five mile radius and there are many excellent choices within walking or courtesy van distance.