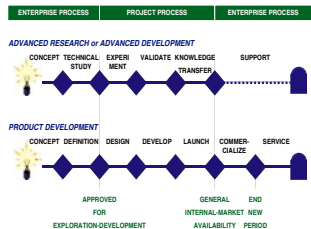


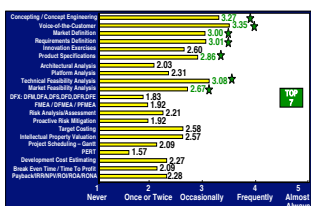


# R&D - Product Development Innovation Summit

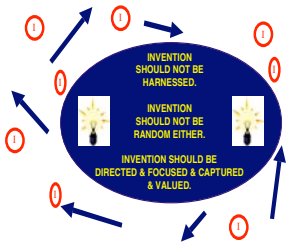
## Sample Charts Invention Processes



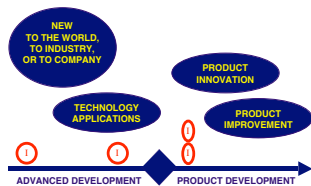
## Innovation Of Traditional Tools



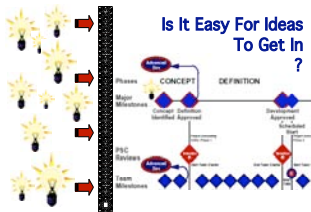
## Corralling Innovation



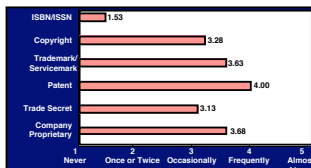
## Innovation In Context



## Capturing Ideas & Concepts



## Turning Innovation Into Intellectual Property



## R&D Productivity Through Innovation

A workshop for top managers responsible for directing invention.

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

## Product Development Innovation - Eight Modules September 22-24, 2009 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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Fax 781-444-5475



# R&D - Product Development Innovation Summit

GGI is a twenty-two 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 span 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 decade. It is a separate business and may be found on our website. Our 2008 Survey was partially designed to augment the content of this Innovation Summit. We will be presenting most of the material that was in the 2008 Survey during the three days. Therefore, we have decided to provide you with a complimentary corporate license to the electronic version of our 120-page Survey Summary document. It is complete with full color graphics to the answers of each question, and published on May 15, 2008. This primary research is purchased by McKinsey, Booz-Allen, and many corporations that know the work of our company.

An approximately 500-page hard-copy 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 Tomasiewicz  
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."

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

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



-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

**BONUS**

**All Participants Will Receive A Complimentary Corporate License To The 2008 Survey Summary .. A \$1,440 Value ..**

Look For This Icon On The Website

"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 Von Hippel's "Lead User Analysis" method. Exercise#2.
2. Genrich Altshuller's "Theory Of Inventive Problem Solving [TRIZ]" method.
3. Edward deBono's "Lateral Thinking®" and "Six Hats®" world renown methods. Guest Speaker: J. Patrick Carlisle, President, The deBono Group, Inc. Pat will also facilitate Exercise #3. Pat's biography is on the Summit Website.

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.

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

4. "Semantic Technologies & Knowledge-Enabled Innovation" Guest Speaker: Stephen M. Brown, VP Product Marketing, Invention Machine Corporation. Steve will spend the majority of the time on C-Level information needs for the soon-to-be reality of semantic technology, and then give a live demo of a global patent search across five continents.

John Cronin, President of ipCapital, is among the nation's foremost experts in intellectual property. John, a former IBM fellow, was asked by Lou Gerstner to lead the team that extracted unleveraged patents from IBM's vault and turned it into an annual and ongoing \$2 Billion royalty in net profit. John will tell you how to create your own IP story across all the categories of your IP, how to fill in the holes, and how to create an IP Story that can be communicated across your organization and most importantly to Wall Street. Financial valuations will shift from PP&E-based to IP-Based during the next 20-25 years. Get there first.

Above is a summary of the second day of the Summit. Days one and three are equally content rich. Please come and share the experience.

.....

The content of the Summit is broken into eight modules. It follows a logical flow of the subject matter, culminating in how to measure your corporation 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. There are other testimonials on our website that may help with any cogitations you might have. Please visit [www.goldensgroupinc.com](http://www.goldensgroupinc.com).



# GGI's Innovation Summit

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

### Courses & Schedules

| <u>Date(s)</u>  | <u>Title</u>                              | <u>Single</u> | <u>Team (3+)</u> |
|-----------------|---|---------------|------------------|
| September 22-24 | R&D-Product Development Innovation Summit | \$1899        | \$1645(ea.)      |

- A block of rooms at favorable rates have been set aside at the conference hotel until August 21, 2009, after which they will be released to the general public.

- If scheduling conflicts force a need to cancel, refunds will be available until August 21, 2009 after which the full charges will be incurred. There is a 5% service charge on the registered workshop price for all refund transactions.

- The Summit starts at 9:00 AM and runs to 5:00 PM on the first day. Day two starts at 8:30 AM and runs to 5:00 PM. The final day starts at 8:30 AM and runs to 3:00 PM to allow time to travel back to home locations. Each day includes all meeting supplies, complete AM and PM breaks, and an extensive luncheon service.

### Seminar Faculty

**Bradford L. Goldense**, NPDP, CMfgE, CPIM, CCP, [seminar leader] is Founder and CEO of Goldense Group, Inc. [GGI], a nineteen-year old Needham Massachusetts consulting and education firm concentrating in advanced business and technology management practices for line management functions. Mr. Goldense has consulted to over 150 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 400 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 both rapid product development and R&D metrics. 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 150 articles in industry trade press. Brad is the Worldwide President of the Society of Concurrent Product Development [SCPD], and on the Worldwide Board of Directors for the American Society of Engineering Management [ASME].

**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 30 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.

**John Cronin** [instructor] Director and Chairman of ipCG. John has created the unique ipCapital System methodology, which extracts and documents invention, identifies opportunity and risk, drives transactions to completion, and creates significant market value from intellectual property (IP). Prior to founding ipCG, John was a distinguished inventor at IBM for 17 years. As a member of the senior technical staff and the prestigious IBM Academy, John led an intellectual asset team that spearheaded efforts to produce and manage the development of IP. Eventually known as "The IBM Patent Factory," this select group supported the division that increased IBM's annual licensing revenue from \$30 million in 1992 to more than \$1 billion in 1997 and every year thereafter. John holds a BSEE, an MSEE, and a BA degree in Psychology from the University of Vermont.

### Check Payment

The easiest way to register is to pay by credit card through the GGI's Wisdom iStore at [www.goldensgroupinc.com](http://www.goldensgroupinc.com). If you wish to pay by check please send an email to Dick Power, Dir. Of Exec. Educ. ([manager@ggisummits.com](mailto:manager@ggisummits.com)) and we will send you a manual registration form for completion and return.

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. It is equidistant between Boston Logan Airport and Providence TF Green Airport. Providence offers many discounted fares. The hotel has 100 rooms; mostly standard queen, with a small number of suites or king corners. Rooms are \$130 daily (including an excellent full breakfast buffet). Suites are also discounted per day. Suites include a small meeting area. Call early to reserve a special room and mention the GGI Innovation Summit. Hotel rooms are blocked for GGI until **August 21, 2009** only.

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. If enough people are interested, a trip to Boston for an evening can be arranged.