

Early Bird Discount!
Sign up by October 9,
2015 and save!



R&D - Product Development Innovation Summit

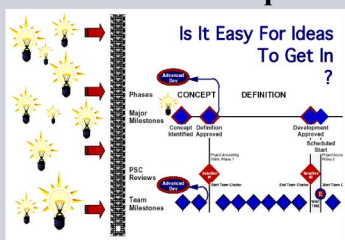
Innovating Along The Continuum™ of R&D



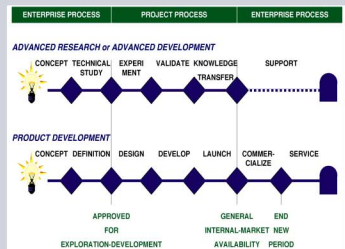
Innovation In Context



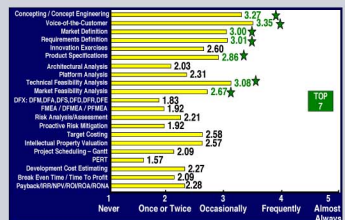
Capturing Ideas & Concepts



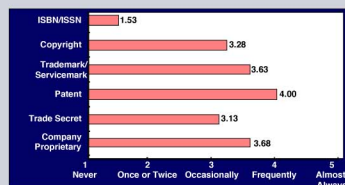
Innovation Processes



Innovativeness of Traditional Tools



Turning Innovation Into Intellectual Property



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
December 8-10, 2015 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 twenty-nine 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. It was published on March 3, 2014. 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 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

"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. 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.

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

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" Guest speaker TBD from Information Handling Services [IHS], the new parent corporation of Invention Machine and its Goldfire product. IHS Goldfire is potentially the most capable piece of innovation software in the world. It pushes the limits of semantic technologies for locating prior art and registered IP on a global basis.

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 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.

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GGI's Innovation Summit

Creativity Direction for R&D Leaders!

Courses & Schedules

Dates	Title	Single	Team (3 or More)
December 8-10, 2015	R&D-Product Development Innovation Summit	\$1899 (\$1699)	\$1645 (ea.) (\$1475)

- **Early Bird Pricing** noted in red effective on orders placed prior to close of business on **October 9, 2015**.

- A block of rooms at favorable rates have been set aside at the conference hotel until November 6, 2015, after which they will be released to the general public. **Discounted rooms are available after November 6 until the hotel reaches 100% occupancy.**

- If scheduling conflicts force a need to cancel, refunds will be available until November 6, 2015 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 near 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 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.

Hans Ludi [instructor] Dr. Hans Ludi has thirty years of experience in the life sciences and technology industries. During that time he has held a variety of technical and management positions in the areas of research and technology management. Hans has specific experience in diagnostic industries, on the pharmaceutical and biotech side as well as the medical and diagnostic instrument side. He started as Project Manager with Ciba-Geigy that later became Chiron Diagnostics and then Bayer Diagnostics. Over that time, he rose to become a Vice President and member of the Point-of-Care business unit management team at Bayer Diagnostics. Dr. Ludi holds a Masters Diploma in Biotechnology and Microbiology from the Federal Institute of Technology in Zurich, Switzerland. He holds a PhD in Biochemistry from the University of Bern in Bern, Switzerland. He is a member of the American Chemical Society [ACS] and the American Association for the Advanced of Science [AAAS].

Check Payment

The easiest way to register is to pay by credit card through GGI's The Wisdom iStore at www.goldensegroupinc.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 November 6, 2015 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.