

## About the Instructor

*Joe Dvorak has over 15 years creating and prototyping new concepts. He was most recently the Motorola Technology Futurist. Prior to that he spent 2 years at the MIT Media Lab as the Motorola Scientist in Residence.*

*He holds 14 US patents and received the Distinguished Innovator award from Motorola. He has led numerous inventing sessions.*

*Joe is an adjunct professor in Computer Science at Florida Atlantic University.*

*He has spoken at numerous seminars and conferences including CES and has appeared on MSNBC TV.*

*Joe received a PhD in Computer Science from the University of Illinois at Chicago.*



*Innovation Through Foresight*®

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# Dvorak Consulting

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## Effective Innovation

Techniques for increasing innovation and implementing solutions to your challenges

Course Brochure

## About the Course

In today's hypercompetitive marketplace, product differentiation and brand equity are crucial to success. Innovation is one of the most effective ways to ensure market leadership. Those who do not innovate will stand still and fall behind their competitors.

This course teaches effective techniques for increasing your innovative thinking. You will learn how to forecast new developments in relevant technologies and how to uncover innovation opportunities as a result of those new developments.

It then shows how you can apply those techniques to discover many solutions to your problems and leads you through creating a plan to implement those solutions.

You will come away from this course with an understanding of how to create innovative ideas and execute them for increased value and competitiveness.



## Course Schedule: Day 1

### 8 am: Preliminaries

- Overview of course
- Introductions
- Review of agenda, features, scope, time horizon

### 9 am: The need for innovation

- Innovation drivers
- The 4 thinking styles
- What kind of thinker are you?
- The need for all 4 thinking styles
- Select innovation areas for focus

### 11:30 am: Technology Forecasting

- Need for Technology Forecasting
- Supporting technologies
- Future developments of supporting technologies
- Compelling technology enabled innovation opportunity areas

### 2 pm: Innovation Ideas

- Expanding thinking
- Relevant areas for innovation
- Strategies for innovative thinking
- Sources for innovative ideas
- Constraint free ideation
- Homework assigned

### 5 pm: Adjourn

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## Course Schedule: Day 2

### 8 am: Innovation Ideas (continued)

- Review homework
- Most innovative idea, product, or service seen
- Constraint free ideation

### 11 am: Idea Evaluation

- Review scope and time horizon
- Review evaluation purpose
- Set/review evaluation criteria
- Incremental constraint application
- Evaluation and ranking of ideas
- Estimating ROI
- Cost of NOT innovating
- Create final ranked list of ideas

### 2 pm: Plan Creation

- Common obstacles to implementing innovation
- Strategies for successful innovation implementation
- Open innovation: what it is, how to use it, issues using it
- Intellectual Property: What it is and how to create it
- Technology Acquisition
- Creating an implementation plan for top 5 ideas

### 4 pm: Session assessment and discussion

- Follow up webinars
- Summarize session lessons and results & discussion

### 5 pm: Adjourn