Global IT Innovation Program

Day One

Schedule and Timing	Description	Location
8:00 AM– 8:30 AM Pre-Program	**Breakfast provided** A hot breakfast buffet will be served beginning at 7:30 AM. Beverages will include coffee, juices, and water.	**SCU Facilities**
8:30 AM – 9:00 AM **Opening Comments:** Dennis Lanham & Client Leader/ Sponsor	**Introductions** ● Welcome and Introductions ● Learning Agenda ● How Having a Framework Helps	**SCU Facilities**
9:00 AM- 12:00 PM **Facilitator:** Dr. Tammy L. Madsen *Break: 10:00 – 10:15 AM*	**IT INNOVATION IN ORGANIZATIONS** ● Understand how organizations innovate 1. Building innovation capabilities 2. Creating an innovative organization & overcoming barrier to innovation 3. Practices to foster innovation throughout the organization. ● How IT capability development fits into organizational strategy 1. Do you know your innovation strategy?	**SCU Facilities**
12:00 PM to 1:00 PM	**Lunch provided** No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues	**SCU Facilities**
1:00 PM- 3:00 PM **Facilitators:** Dr. Kumar Sarangee and Industry Expert *Break: 3:00 – 3:15 PM*	**PRODUCT DEVELOPMENT AND INNOVATION PROCESSES** ● High-level overview of new product development processes 1. Design Thinking and IDEO system innovation 2. Agile ● Applying these models to organizational capability development	**SCU Facilities**
3:00 PM- 5:00 PM **Facilitator:** Dr. Kumar Sarangee	**MARKET RESEARCH FOR INNOVATION** ● Understand the overall product innovation process ● How can market research facilitate innovation? 1. Ethnography 2. Customer Visits 3. Voice of the Customer 4. Focus Groups 5. Modern models - crowdsourcing and open innovation	**SCU Facilities**
5:15 PM - 7:00 PM	**WELCOME RECEPTION** Enjoy hors d'oeuvres and a glass of wine with colleagues	**Adobe Lodge**

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Day Two

Schedule and Timing	Description	Location
8:00 AM– 8:30 AM Pre-Program	**Breakfast provided** A hot breakfast buffet will be served beginning at 7:30 AM. Beverages will include coffee, juices, and water.	**SCU Facilities**
8:30 AM – 10:00 AM **Facilitators:** Dr. Kumar Sarangee and Industry Expert *Break: 10:00 – 10:15 AM*	**MODELS OF NEW PRODUCT INNOVATION** Take a deeper dive in DevOps with perspectives from Silicon Valley industry leaders	**SCU Facilities**
10:30 AM – 12:00 PM **Facilitators:** Design Thinking and Corporate Innovation Expert	**MODELS OF NEW PRODUCT INNOVATION CONTINUED** Experiential design thinking activity in software development	**SCU Facilities**
12:00 PM - 1:00 PM	**Lunch provided** No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues	**SCU Facilities**
1:00 PM – 2:30 PM **Facilitator:** Industry Expert *Break: 2.15 PM – 2.30 PM*	**CUSTOMER JOURNEY MAPPING** Learn how one Silicon Valley-based organization uses *customer journey mapping* in product development	**SCU Facilities**
2:45 PM – 4:45 PM **Facilitators:** Dr. Kumar Sarangee	**CUSTOMER CENTRISM** ● Understand customer-centric team dynamics ● Leveraging customer centrism in productizing innovations ● Understand customer centrism in the IT context	**SCU Facilities**

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Global IT Innovation Program

Day Three

Schedule and Timing	Description	Location
7:30 AM– 8:00 AM Pre-Program	**Breakfast provided** A hot breakfast buffet will be served beginning at 7:30 AM. Beverages will include coffee, juices, and water.	**SCU Facilities**
8:00 AM – 12:00 PM **Facilitators:** Design Thinking and Corporate Innovation Expert *Break: 2:30 – 2:45 PM*	**INNOVATION IN PRACTICE: *RICH DISCOVERY*** Using Design Thinking framework, participants will work in teams to learn and practice discovery techniques for product development	**Guadalupe Hall Makers Lab**
12:00 PM to 1:00 PM	**Lunch provided** No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues	**SCU Facilities**
1:00 PM- 5:00 PM **Facilitators:** Design Thinking and Corporate Innovation Expert *Break: 2:30 PM to 2:45 PM*	**INNOVATING TOGETHER: *USING EMPATHY*** Participants will work in teams to understand how and why to use customer empathy, and practice techniques for extracting high-quality insights for product development	**Guadalupe Hall Makers Lab**
Evening	**OPTIONAL: TEAMS WORK TOGETHER** Participants are free to work on their prototype pitches	**Off Campus**

Global IT Innovation Program

Day Four

Schedule and Timing	Description	Location
7:30 AM– 8:00 AM Pre-Program	**Breakfast provided** A hot breakfast buffet will be served beginning at 7:30 AM. Beverages will include coffee, juices, and water.	**SCU Facilities**
8:00 AM- 12:00 PM **Facilitators:** Design Thinking and Corporate Innovation Expert *Break: 10:00 – 10:15 AM*	**INNOVATING TOGETHER: *GERNERATING SOLUTIONS*** • Ideate • Prototype Teams will work in teams to prototype solutions	**Guadalupe Hall Makers Lab**
12:00 PM to 1:00 PM	**Lunch provided** No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues	**SCU Facilities**
1:00 PM- 5:00 PM **Facilitator:** Industry leader	**COMPANY VISIT: *SILICON VALLEY IN PRACTICE*** *Travel to company:* *1:00 PM* *Travel back to campus:* *4:30 PM*	**SCU Facilities**
Evening	**OPTIONAL: TEAMS WORK TOGETHER** Participants are free to work on their teams on thier projects	**Off Campus**

Global IT Innovation Program

Day Five

Schedule and Timing	Description	Location
8:00 AM– 8:30 AM Pre-Program	**Breakfast provided** A hot breakfast buffet will be served beginning at 7:30 AM. Beverages will include coffee, juices, and water.	**SCU Facilities**
8:30 AM- 10:30 AM **Facilitator:** Dr. Kumar Sarangee *Break: 10:00 – 10:15 AM*	**GTM and PRODUCT LAUNCH** ● Managing and accelerating launch of a new product ● Post launch audit ● Win/loss analysis and product analytics and metrics	**SCU Facilities**
10:30 AM to 12:00 PM	**Pitch set-up and Lunch** Teams set-up pitch stations and eat lunch	**SCU Facilities**
12:00 PM – 1:00 PM **Facilitators:** Dr. Kumar Sarangee and Dr. Tammy Madsen	**PROTOTYPE TRADESHOW CAFE'** Participants will pitch their prototypes to organizational leaders and/or Silicon Valley leaders in a café style presentation	**SCU Facilities**
1:15 PM – 2:15 PM **Facilitators:** Dr. Tammy Madsen, & Client Leader/ Sponsor	**KEY LEARNINGS/ WHAT'S NEXT** Participants will debrief the week and learn about how to practice their new skills in their roles moving forward	**SCU Facilities**
2:15 PM – 3:00 PM **Closing comments:** Dennis Lanham & Client Leader/ Sponsor	**CERTIFICATES/ CELEBRATION**	**SCU Facilities**

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Santa Clara University

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