

Product Innovation Excellence Program

Day One: Wednesday June 13, 2018

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 – 8:30 AM Opening Comments: Dennis Lanham & Client Leader/ Sponsor	Introductions <ul style="list-style-type: none"> • Welcome and Introductions • Learning Agenda • How Having a Framework Helps 	SCU Facilities
8:30 AM- 12:30 PM Facilitator: Dr. Tammy L. Madsen <i>Break: 10:15 – 10:30 AM</i>	THE DNA OF INNOVATION <ul style="list-style-type: none"> • Do you know your innovation strategy? <ol style="list-style-type: none"> 1. Aligning capabilities and strategy 2. What types of innovation will allow the firm to create and capture value? Includes a module on the role of disruptive innovation • What makes innovators different? <ol style="list-style-type: none"> 1. Developing innovation capabilities 2. Practices to foster innovation throughout the organization 	SCU Facilities
12:30 PM to 1:30 PM	Lunch provided No formal activities scheduled. Time to review emails and enjoy lunch conversations and networking with your colleagues	SCU Facilities
1:30 PM - 3:30 PM Facilitators: Dr. Kumar Sarangee <i>Break: 3:30 – 3:45 PM</i>	PRODUCT STRATEGY <ul style="list-style-type: none"> • Strategic Issues for Product Managers • How to manage and fund portfolios • How to manage ecosystems 	SCU Facilities
3:45 PM - 5:15 PM Facilitator: Dr. Kumar Sarangee	CUSTOMER CENTRICITY <ul style="list-style-type: none"> • Understand customer-centricity • Customer Decision Journey Mapping • Building capabilities, resources and processes 	SCU Facilities
5:30 PM - 7:00 PM	WELCOME RECEPTION Enjoy hors d'oeuvres and wine and beer with colleagues	Adobe Lodge

In partnership with:



SILICON VALLEY EXECUTIVE CENTER
SANTA CLARA UNIVERSITY

Product Innovation Program

Day Two: Thursday June 14, 2018

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 – 9.45 AM Facilitators: Dr. Kumar Sarangee <i>Break: 9.45 – 10:00 AM</i>	PRODUCT INNOVATION PROCESSES <ul style="list-style-type: none"> Overview of new product development processes <ul style="list-style-type: none"> Design Thinking and IDEO system innovation Customer Validation for Innovation by Market Research (Ethnography, Voice of the Customer, Customer Visits, etc.) 	SCU Facilities
10:00 AM – 12:00 PM Facilitators: Design Thinking and Corporate Innovation Expert	INNOVATING TOGETHER: RICH DISCOVERY Using Design Thinking framework, participants will work in teams to learn and practice discovery techniques for product development	SCU Facilities
12:00 PM - 1:00 PM Facilitator: Design Thinking and Corporate Innovation Expert <i>Break: 2.45 PM – 3.00 PM</i>	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: Design Thinking and Corporate Innovation Expert	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	SCU Facilities

In partnership with:



SILICON VALLEY EXECUTIVE CENTER
SANTA CLARA UNIVERSITY

Product Innovation Program

Day Three: Friday June 15, 2018

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 <i>Break: 10:00 – 10:15 PM</i>	INNOVATING TOGETHER: GENERATING SOLUTIONS <ul style="list-style-type: none"> ● Ideate ● Prototype Teams will work in teams to prototype solutions	SCU Facilities
12:00 PM - 1:00 PM	Working Lunch provided No formal activities scheduled. Time to finalize your pitches	SCU Facilities
1:00 PM- 2:00 PM Facilitators: Dr. Kumar Sarangee and Design Thinking and Corporate Innovation Expert	INNOVATING TOGETHER: TIME TO PITCH Teams will pitch their prototyped solutions to a panel of companies sponsors	SCU Facilities
2:00 PM- 3:30 PM Facilitators: Dr. Kumar Sarangee <i>Break: 3:30 PM to 3:45 PM</i>	EXECUTING PRODUCT DELIVERY <ul style="list-style-type: none"> ● Managing and accelerating the launch of a new product ● Product analytics and metrics ● How to evaluate the innovation program 	SCU Facilities
3:45 PM – 4:15 PM Facilitators: Client Leader/ Sponsor & Dennis Lanham	KEY LEARNINGS/ WHAT'S NEXT Participants will debrief the program and learn about how to practice their new skills in their roles moving forward	SCU Facilities
4:15 PM – 4:45 PM Closing comments: Client Leader/ Sponsor & Dennis Lanham	CERTIFICATES & CELEBRATION Participants will assess the program and receive their Executive Certificate in Product Innovation	SCU Facilities

In partnership with:



SILICON VALLEY EXECUTIVE CENTER
SANTA CLARA UNIVERSITY