SRI Five Disciplines of Innovation Workshop

An Innovation Toolbox
The SRI Five Disciplines of Innovation Workshop is a highly interactive two-day program where professionals, engineers, managers, and scientists learn, examine, and apply SRI’s proven approach to innovation. The workshop is the foundation of SRI’s Innovation Best Practice Series.

Universities, companies, and governments worldwide use the Five Disciplines of Innovation framework. Based on proven Silicon Valley practices, the approach gives organizations a competitive edge while enabling them to contribute growth to their communities and economies.

Through workshop participation, individuals and teams gain a comprehensive “innovation toolbox” for success. The workshop defines innovation, focuses on its importance, provides a shared innovation language, and engages participants in practical exercises that enable them to immediately create new value.

This hands-on, interactive workshop takes participants through the disciplines required to systematically create successful innovation. These innovation best practices are applied to important projects on which participants are currently working.

“In the 12 months since our visit to SRI, we have totally revolutionized our creative processes. It is clear that ideas we have generated have been step changes in our level of creativity and innovation.”

– Creative Director, BBC

Gain Valuable Insights from Innovation Experts
The highly successful book, Innovation: The Five Disciplines for Creating What Customers Want, by Curtis R. Carlson, Ph.D., SRI’s former SRI president and CEO, and Bill Wilmot, former director of the Collaboration Institute, provides the workshop foundation. The book has been translated into multiple languages and has guided innovators around the globe.

Workshop facilitators are SRI-certified Silicon Valley professionals with start-up, venture investing and/or executive-level experience.

Workshop Format
- Discussion of the SRI Five Disciplines of Innovation
- Interactive exercises and team activities
- Value proposition preparation
- Sharing of feedback via value creation forums
- Focus on teams, innovation champions, and organizational alignment
Key Topics

- Separate important innovations from those that are merely interesting
- Develop compelling value propositions for customers and partners
- Acknowledge the role of champions
- Collaborate more effectively to assemble the best teams
- Identify and remove obstacles that hamper innovation
- Align the organization to liberate creativity and sustain continuous innovation

SRI’s Five Disciplines of Innovation Workshop provides leaders with a proven methodology for identifying important innovations and improving their value propositions. The goal is to provide the best opportunity for an innovation to become a successful venture that contributes to growth of the organization and can compete in today’s global marketplace.

Who Should Attend

Individuals and teams from a variety of disciplines within an organization participate together, establishing a common foundation for innovation.

- Engineers, professionals, and scientists with a new technology or idea
- Entrepreneurs with a business concept or who are incubating a company
- Administrators responsible for technology transfer, licensing patents, and/or commercializing ideas

About SRI International

SRI International creates world-changing solutions to make people safer, healthier, and more productive. SRI, a research center headquartered in Menlo Park, California, works primarily in advanced technology and systems, biosciences, computing, and education. SRI brings its innovations to the marketplace through technology licensing, spin-off ventures, and new product solutions.

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