SRI Five Disciplines of Innovation® Online Course

Your Innovation Toolbox

SRI International’s Five Disciplines of Innovation® (5DOI) Online is a hands-on, interactive web-based introduction to SRI’s proven approach for systematically creating and managing successful innovation. These innovation best practices include understanding important customer needs, creating compelling value, recognizing the roles of champions and teams, and aligning your organization for success.

Course participants can select their own important projects to work on during the course, and will learn from short video lectures, engaging exercises, online discussion, team feedback on projects, weekly readings, and development of a personalized value proposition. The 5DOI Online course is designed for a minimum of 100 students from each participating organization.

The course is highly experiential, requiring each student to actively participate both individually and in teams. Fun, relevant assignments allow participants to put the 5DOI tools into practice with coaching and feedback. Weekly readings include book chapters, articles, and cases, and an online forum is available for additional discussion among class participants.

Learn how to apply SRI’s best practices for creating compelling value to your organization and customers.

Gain Valuable Insights from Innovation Experts

Universities, businesses, and governments worldwide use the 5DOI framework. Based on proven Silicon Valley practices, the approach gives course participants a competitive edge and enables them to contribute to the growth of their teams and communities.

The course’s core concepts are found in the highly successful book, Innovation: The Five Disciplines for Creating What Customers Want, co-authored by Curtis R. Carlson, Ph.D., SRI’s former SRI president and CEO, and Bill Wilmot, former director of the Collaboration Institute. Course content has been refined over several years of live workshops delivered by the SRI Innovation Programs team to innovators worldwide.

5DOI Online expands the program’s reach by giving participants the flexibility to complete work entirely online while still engaging actively with their peers.

Who Should Attend?

- Engineers, professionals, scientists, and students with a new technology or idea
- Entrepreneurs with a business concept or who are incubating a company
- Administrators responsible for technology transfer, licensing patents, incubating startups, or commercializing ideas
SRI Five Disciplines of Innovation

Format
- Minimum of 100 participants per course
- 8-week duration (you specify the start date)
- 3 hours-per-week workload
- Presented in English

Technical Requirements
- PC, Mac, or tablet with an Internet connection that can support streaming audio and video playback
- Ability to record and upload presentations and short videos

Key Takeaways
- Common understanding of challenges facing innovators
- Unified language for communicating about innovation
- Tools for managing the innovation process

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.