The Innovation Best Practice Series can be applied to virtually any technology, science, process or intellectual innovation. It is used by universities to advance research innovations toward tech transfer and commercialization. Governments use it to build momentum for innovation initiatives. Business and industry find that the Series adds velocity and impact to value creation.

A curriculum approach is used to equip champions, teams, and the organization at large with tools, terminology and proven methodology that will strengthen innovation culture. The curriculum can be tailored to meet the needs of the organization.

**Tools to Build and Strengthen an Innovation Culture**

SRI International’s Innovation Best Practice Series provides proven techniques for shaping an innovation culture within an organization. Innovation best practices are revealed through interactive workshops and intensive hand-on activities that are applied directly to your organization and innovation concepts.

**Executive 5DOI Workshop**
**5DOI Workshop**
**Value Creation Workshop**
**Value Creation Advisor**
**Venture Assessment**
**Business Terms Workshop**
**Venture Plan Essential Boot Camp**
**Silicon Valley Boot Camp**
Gain Valuable Insight from Experts in Innovation

SRI International has been a Silicon Valley leader in innovation for almost 70 years. The core business of SRI is research and development conducted in laboratories representing nine major focus areas: biomedical sciences and health, chemistry and materials, computing, earth and space, economic development, education and learning, energy and green tech, security and defense, and sensing and devices. SRI is credited with a wide range of innovations that include the computer mouse, Siri, HDTV, ultrasound, minimally invasive surgery, and much more.

The approach to value creation in innovation used at SRI has been captured in the highly successful book, Innovation: The Five Disciplines for Creating What Customers Want, authored by Curt Carlson, former SRI president and CEO and Bill Wilmot, director of the Collaboration Institute.

We are practitioners, not consultants. Learn from Silicon Valley entrepreneurs, executives, professionals and venture capitalists. We are results oriented, delivering actionable ideas, tools and terminology for immediate use.

Select Programs to Meet Your Needs

- Five Disciplines of Innovation Workshop
- Executive Five Disciplines of Innovation Workshop
- Value Creation Workshop
- Value Creation Advisor
- Business Terms Introduction
- Venture Plan Essentials Boot Camp
- Venture Assessment
- Silicon Valley Immersion

Program Methodology

- Work with your innovation concepts
- Concentrated interactive sessions
- Best practice innovation tools and terminology
- Action-oriented outcome

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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