



## The Professional Development Institute PDI Inc.

Leadership, Strategy, Innovation, Risk, Negotiation & Project Management  
Architects of Harvard University Global System™

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### World Seminar and Hands-on Workshop

## Mastering Principled Team Innovation and Creativity

Skills, Techniques and Harvard® Toolkit to Increase Innovation  
Quality, Capacity, Velocity, Usability and Sustainability

Palo Alto (CA)  
July 19-21, 2017

Ottawa (Canada)  
September 18, 2017

Boston (MA)  
October 23-25, 2017

### I. Who Should Attend?

Although boosting innovation quality, capacity, sustainability and agility is everyone's business, team leaders and executives play a crucial role in developing innovation talent by leveraging their expertise, power and authority. This seminar is for leaders in science, engineering, policy, finance, health, intellectual property, IT, human resources, intelligence and project management in the private and public sectors. Since most great innovations emerge from small teams, we suggest you register at least two teammates.

### II. Learning Objectives

Both an art and increasingly a science, innovation is developing into a rich knowledge base and competencies, some of which are applicable across professional lines. It is a springboard to agility and solid growth and an essential underpinning to the competitive advantage of organizations and nations. Yet, most team leaders and professionals find it difficult to innovate in collaborative and effective ways. Much worse, some overlook that innovation is a learned skill. Alas, only a few firms provide their staff with the cutting-edge competencies in team innovation and synergy.

**This seminar permits those competent professionals to gain the skills and proven best practices to master the collaborative and iterative innovation cycle.** This cycle spans from incubating and capturing imagination to framing a portfolio of competing core ideas; then to conceptualization, simulation and prototyping; including prudent iterations of these tasks, before the production of deliverables that clients/users would value and safely adopt.

Note that the deliverables can form a policy or an enabling process, frequently invisible to users, but important to improve safety, traceability, communications, productivity or teamwork. The participants will specifically learn:

1. The **competencies and practical instruments** to produce bold "out-of-the-box" practical innovations, with less guesswork, both in technological and non-technological fields. With these skills and **Harvard University Global System's™ framework and tools**, you can spark novel options by seeding, stimulating and exploring a complete panorama of choices in crafting goals, deliverables and strategies, mobilizing and allocating resources, prototyping, securing buy-ins, mitigating risks, executing and delivering excellence.
2. Step-by-step techniques and behaviors to **brainstorm and excel in team synergy**; i.e., increase your team's speed and capacity to seamlessly create superior, durable and effective physical or digital products and services, processes, policies, rules, decision mechanisms, strategic alliances, online platforms or intelligence.
3. Lessons from the successes and failures that led to best practices at small and large firms and governments.

These competencies and tools are vital to compete globally, build and retain clients and high-performing teams. Bring your own innovation case for consideration during teamwork (one case per group of 4 participants).



"The innovation methodology of conventional business – which begins with metrics, short-term tactics and strategic goals – makes truly positive disruptive progress difficult. It's designed to perform against – and is subsequently constrained by – benchmarks."

"When I set out to innovate, on the other hand, I start with my values — I ask myself how this innovation will benefit all the children of all species for all time. Then I overlay the filter of my principles. Finally, I overlay the business goals, strategies, tactics and metrics the innovation should answer. That's how principled innovation happens."

**William McDonough**

Quoted by Marc Stoiber in the Huffington Post, Nov. 6, 2013

### **III. Workshop Outline (3 Days - 2.5 CEU)**

#### **1. The Dynamics of Synergistic and Collaborative Innovation**

- Definitions: Value-development phases (incubation, creation, extraction); innovation and ideation cycles; sustaining vs disruptive innovation; internal vs open innovation; portfolio vs focused strategy
- **Martin's Innovation Compass: Challenging the Rules of the Game. Crafting the Innovation Equation**
  - Questioning assumptions, boundaries and practices. Reinventing the rules. Reframing to innovate
  - Crafting a team-innovation policy: Corridors of navigation for discovery, learning and creating value
  - How to build quality, capacity, velocity, usability, sustainability and ethics in the innovation equation?
- Team-synergy exercise stretching the participants' comfort zone

#### **2. Configuring Your Principled Innovator's Canvas and Checklists**

- Configuring, pruning and updating the canvas to address fundamental questions about:
  - Current and emerging threats and opportunities
  - The future including direct and unorthodox transition pathways to get there
- Intellectual-property creation: Exercise visioning the journey and building a roadmap from imagination and vision to value delivery
- Innovation activities as iterative non-linear zoom-in and out cycles
  - Visualizing, observing, incubating, strategizing and modeling options
  - Experimenting and reflecting, reality-testing, prototyping, piloting
  - Developing, alpha testing, scaling, beta testing and delivering excellence

#### **3. How to Integrate Innovative Thinking and Strategic Positioning across the Value Chain: Methods, Techniques and Harvard® Tools to Seek and Exploit the Best Opportunities**

- Anchoring the innovation: Scope, value chain, uncertainties, iterative milestones and evaluation mechanisms
- Harvard University Global System™: A proven framework addressing the flaws of traditional brainstorming
  - Harvard® Creativity Template to boost innovation capacity and velocity: Thinking outside the box with a free flow of ideas; inventing real and fuzzy options
  - How to stimulate creativity, build, improve upon everyone's suggestions and have fun
  - How to harness and challenge abductive arguments
  - How to open new vistas for potential innovations, in small and large firms and governments by applying the physician's generic options and Sun-Tzu's timeless wisdom
  - Rules for healthy and provocative auto-critique and collective critique
  - Open-source intelligence exercises to locate nuggets in a haystack, sketch the forest and build a value proposition from a cluster of choices: Illustrations from corporate finance and aerospace
  - Lessons from Drs. Lister and Pasteur and Procter & Gamble's 150-year old profitable innovation
  - 20 benchmarking questions on quality, usability and sustainability to test the validity of your harvest?
  - Core of usability and sustainability sciences (reading reference)

#### **4. Teamwork Exercises to Stimulate Critical Thinking, Build Upon Each Other's Ideas and Co-create**

#### **5. Hard Lessons for Collaborative Teams from Exemplary Innovations, Failures and Brilliant Blunders**

- Mission-critical life and death cases from NASA, nuclear energy and defense
- How to address serious threats stifling innovation: normalization of deviance, groupthink, perfection syndromes, "the valley of death" and the risks and opportunities facing champions, underdogs and riders?
  - Practical lessons from failures including the Space-Shuttle's Challenger
  - Alternatives to reality-testing in unforgiving contexts: Lessons from Seasat A to Hubble Telescope

#### **6. Leadership Issues: Collaborative Environment, Team Structures, Funding and Progress Benchmarks**

- Video: Astronaut Mike Mullane on accountable self-leaders
- Innovation acceptance: Lessons in addressing resistance to product and policy innovations
- How to address other Achilles' heels (blind alleys, scaling, branding) and execute flawlessly
- **Strategic and Operational Innovation Policies**
  - Portfolio equilibrium between manageable and unknown risks and bread-and-butter generators
  - Critical success benchmarks for collaborative research progress and ultimate impact evaluation
  - Public-Private Partnerships (PPP)
  - Crowdsourcing: Challenges, prize competition and other alternative funding models

## 7. Practicing Collaborative Innovation: Roleplaying Case from Your Organization

- Collaborative-team composition: Options for each team
  - Business, government, cooperatives and public-private partnerships (PPP)
  - In-house, outsourced, syndicated or crowdsourced innovation (know-how trading)
- Iterative innovation rounds: Brainstorming, mind mapping and validating creative options
- Intergroup learning and feedback

## IV. The World-Seminar Leader: Alain Paul Martin, Inventor, Scholar and R&D Leader

Alain Paul Martin works with innovation teams in the policy realm, biotech, software, energy and mining. In this World Seminar, he will share the best practices and the lessons he learned from engineering and science team leaders; from teaching Harvard case studies and experiencing successes and failures, including a colossal blunder. As the author of “Harnessing the Power of Intelligence, Counterintelligence & Surprise Events”, Alain will also share unique insights about securing and validating intelligence, as well as protecting your intellectual property.

As a 19-year advanced-technology co-op student at Peugeot in France, he delivered his first innovation, a jig to eliminate his mass-production job through intelligent automation. Upon starting his North-American career in aerospace, Alain earned corporate awards in technological innovations. He went on to lead IT and mathematical-simulation teams to optimize transportation at Du Pont and construction materials at Domtar. He also led the development of an operational-research system to assess TV news-delivery quality and impartiality at the CBC.

He subsequently established a track record in digital and physical product innovations as an inventor (Canadian, U.S. and Japanese patents) and a strategic-change agent in banking, insurance and IT. He incubated the Canadian Food Inspection Agency with Dr. Brian Morrissey and led the creation Partners in Health Canada ([www.pih.org](http://www.pih.org)).

Alain held graduate faculty posts in leadership and management. As an entrepreneur, he created employment for knowledge workers for over 20 years and led teams to receive a Canada Awards for Excellence certificate and the Mercure Gold Award for a client. He led the creation of Harvard University Global System™ and the novel software algorithms used by Skanska to manage projects varying from millions to multi-billion dollars in size.

A member of Harvard Faculty Club, Alain is a 2012 Harvard Fellow (Advanced Leadership) and an alumnus of Harvard Business School’s OPM entrepreneurship (1997-99). He is certified to teach negotiation in corporations by Harvard Law School. He studied advanced technology in France and graduated in Commerce at Concordia.

## V. Tuition Fees (Public Workshops)

- 3 days: Regular fees: \$1695; Government: \$1495; Group fees for 3 or more participants: \$1450 per person.
- Fees include a workbook, PPT hand-outs, Harvard® road maps, Martin’s upcoming brainstorming guide, plus a daily continental breakfast, hot and soft drinks during the pauses, but exclude hotel accommodation.

## VI. Registration and Cancellation Procedures

Please register, online at [www.eharvard.org](http://www.eharvard.org) or call us toll free: 1-800-HARVARD (USA and Canada) or at +1 819-772-7777, Monday through Thursday (9AM - 4:30PM EDT). Please pay in advance by credit card.

**Cancellation Policy:** Participants registering as a group must send substitutes in lieu of cancelling. For other clients, cancellations are accepted if made at least 10 working days prior to the course, and are subject to a \$150 service charge per person. Full fees are payable by anyone who fails to attend or cancels less than 10 working days prior to the session. One substitution or transfer to a later course of the same duration is accepted.

## VII. Bring This Workshop to Your Organization

We deliver in-house seminars to business and universities. For a proposal, please specify the number of participants, the duration and the topics most valuable to your audience. Except for seminars held in New York, Boston and Ottawa where we hold regular workshops, we bill seminar-leader expenses on cost-recovery basis.

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