



Applied Innovation Science Workshop: Breakthroughs in Creativity and Innovation Practices and Tools for Teams

24 Professional-Certification Webinars in Applied Innovation Science, Cognitive Neuroscience, Gestalt Thinking & Harvard University Global System™ Tools for Team Leaders, Scientists, Engineers, Policy Makers in Business and Governments

Building on applied innovation science, this bar-raising program is crafted to nurture new ways of thinking and to unleash your team's creativity for groundbreaking innovations. It is intended for private and public-sector scientists, engineers, policy makers, team leaders, graduate students and all innovators who act on noble ideals to create, in virtuous ways, groundbreaking (i.e. outstanding, versatile, safe and decent) innovations (products, services, policies, processes, organizations, platforms and/or networks).

Whether you are a beginner or a lifelong accomplished innovator, you will leave with less roadblocks and new ways to grow and tap into your creative potential. The focus is on skill-building case studies, success and failure lessons (from life sciences, IT, the internet, banking, education, energy, government), proven methods and new practical knowledge for imagination, creativity, discovery/design, scaling and delivery of truly novel innovations, that meet the following triple decency and versatility bottom-line:

- Economically viable with a genuine user value, and a competitive advantage, within a foreseeable horizon;
- Socially responsible in inclusion, transparency, diversity and opportunity creation;
- Ecologically sustainable, preferably exceeding current regulations and Sustainable Development Goals (SDG).

This professional-development program comprises 24 intensive half-day webinars in six clusters of four sessions namely:

Webinars 1-4: Innovation ecosystems, funnel, and value-incubation breakthroughs, stakeholders' dynamics + teamwork

Webinars 5-8: Harvard® Innovation Funnel's tasks 1 and 2 from goal validity; reframing and iterations; to idea generation and cross-pollination (detailed in the Funnel on the next page) + teamwork

Webinars 9-12: Tasks 3 and 4 for more choices less guesswork with Harvard® Structured-Creativity tools; discovery and design; choosing between fuzzy options; intellectual-property issues; wider implications (innovation waves, existential risks), and scaling both up and down + teamwork

Webinars 13-16: Task 5: Refining strategy; orchestrating difficult change + teamwork

Webinars 17-20: Task 6: project management from small start-ups to multi-billion dollar innovations + teamwork

Webinars 21-24: Self-leadership, innovation-team leadership and 24/7 principles for breakthrough innovations

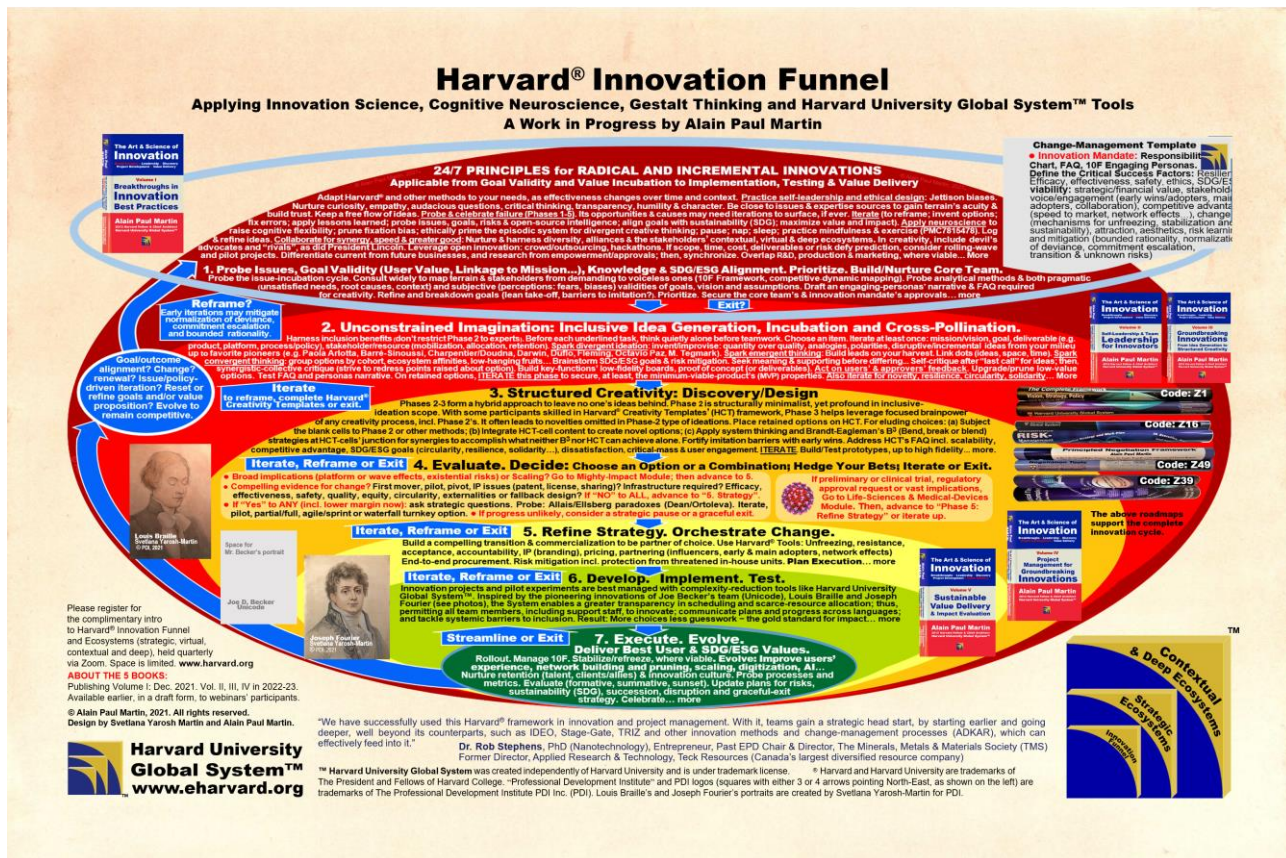
First Intensive Four Half-Day Innovation Webinars Breakthroughs in the Innovation Funnel & Ecosystems, Value Incubation and the Stakeholders' Dynamics

Learning Objectives

The purpose of these four intensive webinars is for the participants to: (a) gain cutting-edge knowledge of the emerging innovation universe in Webinar I; and (b) master the skills to execute the most-neglected yet indispensable upstream tasks. During Webinars II, III and IV, the participants will deep dive into these prerequisites to excel in the subsequent core phases of the innovation journey. The faculty will demonstrate from real-life cases, ranging from start-ups to large corporate R&D that when these upstream tasks are aptly accomplished, the value of idea generation, structured creativity, design to innovation prototyping, testing, scaling and ultimate delivery do improve by a quantum leap. It will discuss breakthrough concepts and proven practical instruments that are not in the public domain.

The Harvard® Innovation Funnel, the Meta-Innovation Universe and Cognitive Neuroscience

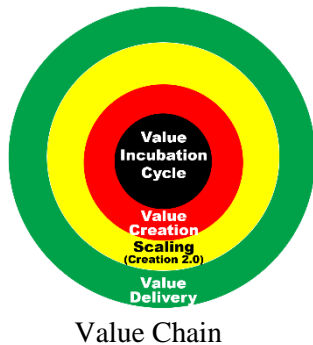
This introduction to innovation science features proven and inclusive means, accessible to non-experts, to excel in innovation, including an overview of cognitive neuroscience in creativity, and a deep dive into the Harvard® Innovation Funnel (image below). The Funnel is a work in progress of 10-year collective applied research and fieldwork in meta-innovation, i.e., the process of creating and building means to innovate, including principles, concepts, algorithms, equations, methods, and tools (accelerators, hackathons, incubators...).



Available in an attractive 11x17" (297x210mm) fold-out format, this Harvard® Funnel is among the extensive course materials (road maps, templates, workbooks and recommended video lists) provided to participants.

Webinar II

Learn and Practice Skills with Proven Harvard® Tools to Excel in Maximizing Value Incubation

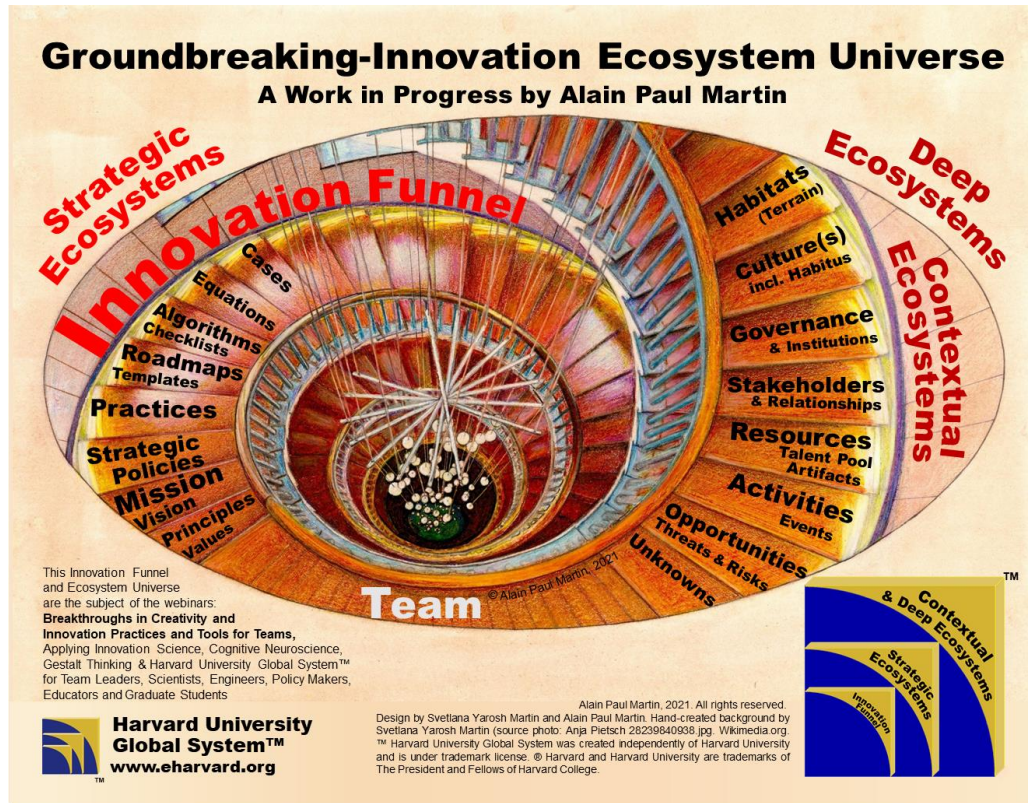


Scaling and value incubation are the most neglected crucial phases in a teams' innovation journey. We will cover scaling in Webinar 12. On incubation, take a look at your workplace, be it a start-up, a research center, a large firm or a government agency. If innovations and critical decisions are rushed under surprise-events' pressure, overlooking value incubation and giving rise to inelastic deadlines and a grueling teamwork, this intensive skills-development session will help your team gain the upper hand, by acting before such events appear on your radar. Overlooking this phase stifles innovation by impairing goal-setting, idea generation, creativity and design options; leading to adverse impact on the ultimate value to your organization, its ecosystems and society at large

Webinar III

Harness the Untapped Power of Your Strategic, Contextual and Deep Ecosystems

Useful innovations that push creative boundaries rarely occur in a void. Aware of their strengths and limitations, great innovators move forward by strategically leveraging contextual- and deep-ecosystems' resources. Risks abound; but, so are opportunities, from ad-hoc intelligence, expertise and other support, to co-development, and co-opportunity creation. On occasion, hitchhiking on the prominence of ecosystem members can be, at the very least, the icebreaker for the strategic attention you deserve. This session focuses on proven counterintuitive ways to mitigate risks and extend your reach by discovering unknown, yet effective pathways, as well as reliable good-fit allies, in proximity and across the globe, from a cluster of ethical choices.



Webinar IV

Deep Dive into the Stakeholders and Their Issues Early with Gestalt Tools and the 10F Framework



Assisted by Canada's Prime Minister Jean Chrétien, Alain Paul Martin discusses innovative nation-building with Cabinet ministers and members of Parliament. Alain was a non-partisan Executive Member of the Prime Minister's Committee on Government Reform.
©Jean-Marc Carisse (Photo)

This webinar introduces both new and proven instruments to probe issues and understand the stakeholders. By eschewing the social stratification of behavioral psychometrics and focusing on the issue at hand, Gestalt thinking instruments and the 10F intelligence framework are the tools of choice to ethically capture the dynamics between perceptions, interests, power of influence, and dissatisfaction with the status quo. They often reveal overlooked relationships and provide insights to the conspicuous and elusive surprise events' impacts on the stakeholders' decisions, which, alas, are often not in sync with their mission. Created by Mr. Martin and successfully applied in defense, science, technology, banking labor negotiation and geopolitics, the 10F Framework evolved

from the 7F (Factional Analysis), illustrated in the image on the left, with Mr. Jean Chrétien, Prime Minister of Canada.

No sustainable innovation, transformational change, strategic policy or breakthrough product or service can be effectively planned and developed without deep diving into the incubation of the issues at hand and the stakeholders' dynamics, with an unbiased and constructive approach.

Webinars' Date: October 25-28, 2021 (4 hours daily) and Local Time

Registrations for this intensive skills-development program fill-up quickly. Space is limited to facilitate interaction and collaboration via Zoom. Please book early to reserve your spot and save 10% on fees.

11am-3pm UTC-4: Atlanta, Boston, Miami, Montréal, New York, Ottawa, Philadelphia, Québec, Santiago, Sherbrooke, Toronto, Washington

10am-2pm UTC-5: Chicago, Dallas, Houston, Mexico City, Minneapolis, San Antonio, Winnipeg

9am-1pm UTC-6: Calgary, Denver, Edmonton, Regina, Salt Lake City, Saskatoon, Yellowknife

8am-12pm UTC-7: Vancouver, Los Angeles, Phoenix, San Francisco, San Jose, Seattle

12-4pm UTC-3: Buenos Aires, Charlottetown, Fredericton, Halifax, Moncton, Rio de Janeiro, Sao Paulo

3-7pm UTC+0: Abidjan, Accra, Bamako, Casablanca, Dakar, Reykjavik

4-8pm UTC+1: Algiers, Dublin, Edinburgh, Glasgow, Lagos, Lisbon, London, Manchester, Tunis

5-9pm UTC+2: Amsterdam, Barcelona, Berlin, Bratislava, Brussels, Budapest, Copenhagen, Frankfurt, Hamburg, Geneva, Liège, Lille, Lyon, Madrid, Munich, Oslo, Paris, Prague, Pretoria, Stockholm, Strasbourg, Vienna, The Hague, Warsaw, Zurich

6-10pm UTC+3: Ankara, Athens, Bahrain, Doha, Helsinki, Kuwait, Riyadh, Sofia, Tallinn, Tel Aviv

7-11pm UTC+4: Abu Dhabi, Baku, Dubai, Tbilisi

If you live elsewhere, click below for the Webinars' Local Time in Your City

www.timeanddate.com/worldclock/converter.html?iso=20211025T150000&p1=43&p2=188&p3=87

Senior Faculty Member: Rob STEPHENS, PhD, Nanotechnology

Dr. Stephens will share the user's experiences, from start-ups to directing a large firm's R&D.



With a PhD in nanotechnology and a track record in directing engineers and scientists, Dr. Rob Stephens is a strategic thought leader and an innovator in the mining and advanced-materials industries with experience in Canada, the U.S., Australia and New Zealand. He has thirty years of technical and strategic leadership, culminating in six years as Director, Applied Research and Technology (ART) for Teck (Canada's largest diversified resources company, revenue \$12 billion), and including a decade supporting the development of innovation ecosystems in Canada. Dr. Stephens continues to provide expertise in minerals and materials processing, non-destructive testing, aviation, venture capital, and professional development.

During twenty years with Teck, Dr. Stephens built and led large, diverse teams of internal and external technology specialists and vendors to advance and integrate technologies to solve Teck's complex challenges. With a budget of \$10-25 million, his ART team of forty engineers, scientists, and technicians, a third of whom had doctoral degrees and supported by an

extended team of thirty external experts. The team worked on a broad portfolio of technical projects and programs, ranging from advances in ore body knowledge, coal, oil sands and mineral processing technologies to environmental sustainability. Its hallmark was the ability to rapidly learn new technical disciplines to integrate ideas and partial solutions from a wide range of sources and become experts in the required disciplines.

Dr. Rob Stephens' expertise ranges from foresight and strategy development, people and team development, technology and innovation management, environmental and climate change technologies, to ore body knowledge, advanced materials and minerals processing, and metals smelting and refining.

Dr. Rob Stephens has been a director for NGOs, leader in professional societies, and a member of oversight boards for complex technical programs and capital projects. He played a national leadership role in developing collaborative innovation ecosystems through participation in the Canada Mining Innovation Council (CMIC), engagement with numerous universities and science and technology organizations such as Natural Resources Canada (NRCan) and the National Research Council (NRC), and advising on government policy and program directions. Both Dr. Rob Stephen and his predecessor have retained the advisory services of Alain Martin for 12 years at Teck Resources. Dr. Stevens now teams up with Alain to provide a Harvard University Global System™ user's perspective both in applied research and technology innovations and productivity-improvement projects.

Faculty Leader: Alain Paul MARTIN, 2012 Harvard Fellow, Adv. Leadership



Mr. Martin currently leads courses in leadership and innovation ecosystems for scientists, engineers, policy-makers, team leaders and graduate students, in English and French. He advises on the creation and scaling of products and organizations (banking, advanced technology, energy, mining, education, government). His research centers on innovation concepts, principles, tools, and education to maximize user value and impact in sustainable development goals (SDG) and environmental and social governance (ESG). He specifically focuses on harnessing strategic opportunities in the contextual and deep ecosystems, and upstream in the innovation funnel, across the entire tech and non-tech spectra of science, technology and social innovations.

In this program, Mr. Martin demonstrates game-changing innovations cases, where lagging businesses (banking, finance and large-scale manufacturing) and government agencies were transformed into long-

lasting leaders in their respective sectors and the best performers by SDG/ESG impact (thousands of lives saved) and financial metrics (in \$billions). These case studies include a highly-profitable innovation with a lasting worldwide carbon-footprint reduction impact (over 25-million metric-ton yearly reduction in dioxide), the first award-winning business innovation earning the prestigious United Nations' Environment Program (UNEP). He co-founded the Canadian Food Inspection Agency to operate at arm's length of political and economic powers. Inspired by Prof. Paul Farmer, he spearheaded the creation of Partners in Health Canada, now harnessing Canadian generosity for poor countries.

Mr. Martin taught graduate management-of-change courses; and delivered leadership workshops at Bertelsmann, Cap-Gemini, EON, Framingham University, GE (Canada, France, U.S.), Harvard, Japan's METI and Engineering Advancement Association, MD Robotics, OCP Group and Mohammed VI Polytechnic University, OPG Nuclear Power, operations-research societies, the Project Management Institute, Teck, Textron's Bell Helicopter, United Nations' University (Tokyo), University of Québec, and governments (Canada, China, EU, Japan, Mexico, U.S.).

Mr. Martin is **CEO of PDI** (www.eharvard.org/pdi), a catalyst in principled leadership and innovation, and **Chief Architect, Harvard University Global System™** (for which PDI is Harvard University's licensee), comprising innovation and performance-improvement instruments. He led the discovery, design and scaling of this system, first used by Skanska (Sweden; U.K., Germany, Finland, Saudi Arabia) to manage \$1M to multi-billion dollar projects.

Alain Martin is a **2012 Harvard Fellow, Advanced Leadership**, a Harvard Business School's entrepreneurship alumnus (OPM 1997-99) and a 6-year elected president (10-year director) of two Harvard clubs. He is recognized by Harvard University's president for his "Leadership, Vision and Service" and PMI for "outstanding contribution to the state-of-the-art of project management". He is a patent recipient (U.S., Canada and Japan) and an aerospace-award's recipient for a manufacturing innovation at Bombardier.

Mr. Martin graduated in Commerce from Concordia University (Montréal) and studied advanced technology in Lille (France) with internships at Peugeot, SFB (now ARD National TV) in Berlin, the University of Ottawa (Particle Physics) and Carleton's (Hydrodynamics Lab). He acquired skills in system thinking and change management at MIT Sloan School, Gestalt psychology at the Gestalt Institute of Cleveland, and both mediation and advanced negotiation for lawyers, at Harvard Law School, from which he is certified to teach negotiation in corporations.

Empowering high-school educated users with practical innovation tools, is a global priority. Alain's contribution is to make Harvard University Global System™, useful to this constituency. Inspired by groundbreaking pioneers like

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Joseph Becker (Unicode), Louis Braille (Braille Code) and Joseph Fourier, he developed a simplified coding structure for in international project teams to share plans and progress, across language boundaries, which was applied in research, software development, finance, mining, defense, and infrastructural construction projects.



Alain's upcoming book "*Breakthroughs in Innovation Best Practices*" is the first in five-volume eBook series titled "*The Art & Science of Innovation*". It builds on the intelligence and novelty lessons learned from opportunity and failure seeds, frequently unseen or overlooked, during the issue-incubation cycle, including the underlying stakeholders' dynamics and broader implications in business, government and geopolitics. The book features practical instruments and a framework to map and probe each party's interests (expectations, unsatisfied needs and fears); detect early signs of opportunities and threats before appearing on the scientists' and executives' radars; build the critical mass for change, in order to harness the full strategic value of an innovation. When these tasks are aptly accomplished, the value of idea generation, structured creativity and design do improve by a quantum leap. No important project or policy can be planned without a deep dive into stakeholders' dynamics and value incubation.

First 4-Webinar Tuition Fees (Public Webinars & Private Sessions)

- **Regular fees: \$1395; Government: \$1295; Individual 10% discount for Oct. 2021 sessions only**
- **Special: Team fees for 3 or more participants: \$1095 per person.** Multiple discounts are not permitted.
- Private sessions for up to 29 participants: \$18,900 includes an hour personal consultation with each participant. If applicable, all taxes (sales, HST, PST, VAT and withholding taxes) are extra.
- **10% Discount for governments and nationally-recognized degree-granting educational institutions**

Fees include course materials valued at \$490, namely: • 4 practical workbooks (one for each webinar), • PowerPoint handouts, • Draft of Alain Paul Martin's upcoming ebook titled "*Breakthroughs in Innovation Best Practices*", • "*Harnessing the Power of Intelligence, Counterintelligence & Surprise Events*" (book), • Harvard University Global System™'s road maps (Harvard® Innovation Funnel, Complete Framework Vision, Strategy, Policy and Project Management, Continuous Risk Management: The Complete Roadmap and an advanced video on risk, Principled Negotiation Framework which is useful to plan meetings and/or negotiate with diverse stakeholders), and • Templates including Creativity Templates.

Registration and Cancellation Procedures

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To register, please contact us either by email at rsvp@eharvard.org.

Specify your name, position, organization, phone number(s) and the webinar you wish to attend or call us toll free in the USA and Canada: 1-800-HARVARD; international: +1 819-772-7777.

Voice mail: 24/7. Please pay in advance by credit card.

Cancellation Policy

Clients registering as a group must send substitutes in lieu of canceling. Cancellations are accepted, for individual clients, if made at least 10 working days before the webinar, 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.

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PDI logo is the square with either 3 or 4 arrows pointing North-East. Note Page-1 header contains the 3-arrow version.