

The Innovation Institute: A Response to the Gathering Storm

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The Core Mission

- IEEE-USA Innovation Institute will:
 - offer programs designed to advance the preparation of leaders responsible for the innovation of new products and services by sharing the experiences of successful innovators in a coordinated program of interaction, teaching, mentoring and networking.

Advisory Board

- **Ralph Wyndrum**
Innovation Institute President & 2006 IEEE-USA President
- **Norm Augustine**
Retired Chair and CEO, Lockheed Martin
- **Joseph Bordogna,**
Alfred Fitler Moore Professor of Engineering, University of Pennsylvania
- **Richard Gowen**
IEEE Centennial President and IEEE Foundation President
- **Kathleen Kingscott**
Director Worldwide Innovation Policy, IBM Corporation
- **Charles Vest**
President Emeritus, MIT

Innovation Institute 2007 – 2009 Strategy

- Innovation Forums: Pilot in November 2007, 3 in 2008, and 6 in 2009
- Long Term, Integrated, Cross-Supporting Services for Members and Profession
- Franchise Program with Region

Innovation Forums

Two day workshops held regionally with sponsorship of IEEE's U.S. sections, chapters or societies. Repeat on annual cycle.

Venues

2007 – Washington, DC – November 6-8

2008 - 3 regional forums

2009 - 6 region forums

Candidate Cities (Boston, Chicago, San Jose, Denver, Raleigh, Pittsburgh, Colorado Springs, Austin, College Station, Minneapolis)

Pilot Forum Program

Tuesday, 6 November 2007

Time	Title	Objective
7:00 pm – 7:30 pm	Welcome and Opening Remarks	? Institute overview ? Where the Forum fits into framework of the Innovation Institute
7:30 pm – 8:00 pm	What You Can Expect	? Why this is different? ? Interactive exercise - Define innovation and expectations of this forum. ? Description of what they can expect and why this is different.
8:00 pm – 9:00 pm	Networking	

Wednesday, 7 November 2007

Time	Title	Objective
7:30 am – 9:00 am	Breakfast/Table Topics	? Each table assigned a topic
9:00 am – 9:30 am	Opening Remarks	? Agenda for the day ? Introduction of faculty
9:30 am - 12:00 pm **Coffee Break during session	New Concepts of Leadership: Accepting the Challenge to Lead in the 21st Century	? The "process" of innovative leadership to cope with change: change is the catalyst of innovation ? The commitment "process" that aligns you as an individual to the product and process innovation strategy ? Strategic and innovative thinking can become a repeatable business practice used by everyone in the organization
12:00 pm - 1:15 pm	Lunch	
1:15 pm - 3:45 pm **Coffee Break during session Wednesday, 7 Nov. 1:15 pm - 3:45 pm (Cont'd)	Small vs. Large Company Issues	? The difference between small and large companies' innovation process ? Impact of innovation within small and large companies on careers, the companies and the country. ? Issues and tools associated with "navigating" those processes to obtain the desired results. ? Input from participants

1:15 pm - 3:45 pm (Cont'd)	Case studies premises	? Small company – technology, opportunity (customer), product, resources, skills, etc. ? Large company –technology, opportunity (need), product, culture, resources, skills
	Break out small and large company groups	? Groups divided into management and researchers address the issues related to cost, resources, markets, skills, timing, culture, etc. ? Input from participants' experiences.
	Regroup and review results.	? Each breakout team reports the results which are critiqued by the group and compared with the actual case results. ? Feedback from participants
Break		
3:45 pm - 6:00 pm	The Innovation Process and You	? Understanding your innovation style ? How your style impacts how you approach innovation in your organization ? How knowing your styles can help you work better together as a team ? How to apply the innovation styles to boost success in different situations.
7:00 pm - 9:00 pm	Dinner	The architecture of innovation and the work of the day

Thursday, 8 November 2007

Time	Title	Objective
7:30 am – 9:00 am	Breakfast/Table Topics	Each table assigned a topic
9:00 am – 9:15 am	Starting Day 2	? Agenda for the day ? Introduce Steve Walker
9:15 am -11:00 am **Coffee Break during session	Successful Innovation: Guided Discussion	? An ideal in practice ? Questions from the attendees
11:00 am - 12:00 pm	Innovation Project Management	Key Points about Managing Innovation
	Activity	? Key points attendees identify ? Next steps
	Summarize and integrate	

Pilot Forum Program Comments

- Fun while learning
- Need more time, we ate an elephant and washed down with fire hose.
- Much thought was put into this. The planning was good. The speakers were energetic.
- The instructional methods were very good
- Love the interaction
- Small groups enough space, very conducive to learning.
- Innovative Format
- Beyond Expectations
- I was inspired more than I thought I would be

Long Term, Integrated, Cross-Supporting Services for Members and Professionals

- Forums
- Network
- Clearinghouse
- eBooks
- National Conference

The Innovation Network

- An online community with tools for on-going discussion, live chats, and moderated topical forums.
- Registration for an Innovation Forum makes participant a “Member” of the Innovation Network for one year, with renewal option.
- Faculty would use the community to interact with mentees and provide mentorship.

Innovation Information Clearinghouse

- Repository for information resources
- Video from Forums
- Catalog of reviewed degree programs
- Web resources

Innovation eBooks

- Case Study Series
- Innovation Series – Topics on various aspects of Technical Innovation
 - The Innovation Process by William C. Miller
 - History of Innovation collaboration with IEEE History Center
- Beyond Engineering Series – (innovations in other industries and areas)

National Conference

- This is still being incubated.

Next Steps

- Assess Pilot
- Produce Three 2008 Forums
- Develop Innovation Network
- Establish Innovation Clearinghouse
- Continue Publishing Innovation eBooks

For More Information

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