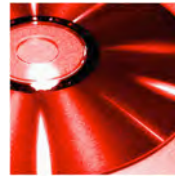


# INNOVATION

practical understanding

meaningful action



## How important is innovation in your industry?

- Tremendously important
- Very important
- Moderately important
- Not important

If your industry is like most, then innovation is at least 'very important.' It may be the key to your firm's competitiveness, and perhaps even to its very survival.

But innovation has many dimensions, and it can be very difficult to achieve. It's part strategy and part execution; part human and part technical; part creativity, part methodology, and part culture. How do you put all of this together into one effective approach?

At InnovationLabs we bring the many dimensions of innovation together into usable understanding and meaningful action. **We are recognized worldwide as innovation experts.**

If innovation is important for you, then we invite you to consider how our services could help improve the innovation performance of your organization.

## Services

Keynotes & Speeches	1
Workshops	2
Projects	3
Resources	4
InnovationLabs	5

**Innovation Labs**

+1 (925) 934 1786  
[www.iinnovationlabs.com](http://www.iinnovationlabs.com)

*“It helped me to view our process from a distance, exposing some clear paths to improvement. Lots of ideas to get everyone involved.”* **The Conference Board**

**INNOVATION**  
InnovationLabs



# KEYNOTES & SPEECHES

thought provoking    insightful    motivating

When innovation is the topic and you need to get everyone engaged, let us tell the story of innovation in a dynamic and insightful keynote!

Innovation is an important, complex and fascinating topic.

Using dozens of relevant examples, eye-opening stories, and detailed case studies, we bring the richness, vitality, and challenge of innovation to the forefront of everyone’s thinking.

*“Langdon Morris brought great insight. I wish we had a full day.”*

*“Langdon’s presentation was superb – the best.”*

**Federal Reserve Bank of the US**

*“The feedback was outstanding.”*

**Gemalto**

*“Exactly what we needed to hear. Well done!”*

**Solvay**



Recent speeches and keynotes

- The Conference Board Growth & Innovation
- Cartesis Connect
- The Federal Reserve Bank of the US
- International Conference on Systems Thinking in Management
- Aerospace Technology Working Group
- Collaborate West Expo
- Seybold San Francisco
- Gemplus Developer’s Conference
- Industrial Research Institute
- Les Echos Conferences
- Saudi Aramco Technology Conference
- Strategic Leadership Forum

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*"The result that we produced is a model of speed and simplicity. InnovationLabs' participation and commitment to this effort have been a key component in our success."*

**Bell Canada**

*"We accomplished more in a week than we had in the previous two years."* **Auchan**

# INNOVATION

InnovationLabs



# WORKSHOPS

engaging fun productive powerful

Great workshops develop good ideas and turn them into powerful action by engaging the creative, collaborative spirit.

We've designed and facilitated hundreds of breakthrough workshops on innovation, strategy, organizational performance, and complex problem solving for every kind of organization.

*"We're working on a course called 'Leading Innovation.' Your workshop was fabulous and was the catalyst to get this work going. Thanks!"* **3M**

*"... one of the most successful workshops I have ever seen in my long history of conducting and participating in workshops. The management by Innovation Labs was outstanding and generated a wonderful creative energy that built an extraordinary momentum."* **NASA**

*"We were delighted with the results. Thanks once again for providing your leadership and guidance in the preparation, and for being such an effective facilitator!"* **Transitions Optical**

*"Comprehensive. A great framework. Good food for thought. A good overview."* **The Conference Board**



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*“InnovationLabs performed in an extraordinary fashion when facilitating a two-day national summit of major medical organizations. They are extremely creative and easy to work with; they are professional, yet approachable—and very effective in facilitating a planning effort.”*

**Federation of State Medical Boards**

# INNOVATION

InnovationLabs



# PROJECTS

insights solutions results

## The Innovation Audit

How well is your innovation process working? The Innovation Audit is a comprehensive review that will expose the strengths and weaknesses of your organization’s methods, tools, and culture, and point you toward fast improvement.

*“Thank you so much! Thorough, very detailed ... There are lots of great ideas.”* **L’Oréal**

## Game Changer

Game changer is a systematic method for finding powerful new business ideas and transforming them into business value that alters the structure of the market.

*“During the first workshops the usual blah-blah was gone, and the work accelerated to a fever pitch. We had teams that were working so well together that it looked more like a trading pit for commodities. People were excited, they were yelling ...”* **Shell**

## New Product Development

Engage the power of cutting edge research, high performance collaboration, and proven methodologies in the development of new products, services, and business models.

*“InnovationLabs was extremely creative, and the process was successful in establishing a clear vision and in setting forth a stepwise process leading to development of the project.”* **Stanford University**



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“A must read.” **Wipro**  
“A mandatory tool.” **Solvay**  
“A foundation text.” **Univ. of Pennsylvania**  
“Inspiring.” **Xpress Data**  
“Powerful and practical.” **Sapience**

# INNOVATION

InnovationLabs



We've published on all facets of innovation - technical, organizational, behavioral, cultural, methodology, and facilities.

Read our 3 highly acclaimed books and numerous white papers.

# RESOURCES

original thought-provoking engaging



## PERMANENT INNOVATION

The Definitive Guide to the Principles, Strategies, and Methods of Successful Innovators

by Langdon Morris

*“An important and comprehensive approach; a near encyclopedic overview of the field.”* Michael Barry, Stanford University



## 4th Generation R&D

Managing Knowledge, Technology, and Innovation

by William L. Miller & Langdon Morris

*“A powerful paradigm for planning and managing innovation.”*  
Lawrence Wilkinson, Global Business Network



## Managing the Evolving Corporation

by Langdon Morris

*“Required reading for those who intend to lead American business into the 21st Century.”*

Dean Engel, The East West Group

*For more:*

**[www.permanentinnovation.com](http://www.permanentinnovation.com)**

Go here for information on our new book, *Permanent Innovation* and to download the book for free.

**[www.permanentinnovation.com/blog/](http://www.permanentinnovation.com/blog/)**

Check out our innovation blog.

**[www.innovationlabs.com](http://www.innovationlabs.com)**

Go here for a complete description of our services, and to download any of our publications.

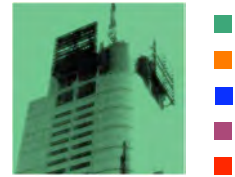
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“ A wonderful learning experience.  
 Perfectly designed to help us identify new  
 possibilities, get insight from many sources  
 and put it in the right context.” **Endesa**

# INNOVATION

InnovationLabs



We are one of the world’s leading innovation consulting firms.  
 We have extensive expertise in many industries, and we offer a  
 complete range of innovation services.

Individuals from these and many other organizations have participated in our in-house and public programs.

innovation experts

# InnovationLabs

## Technology

**Bell Canada**  
 Bharti  
**Cartesis**  
 Cisco  
**France Telecom**  
**Gemalto**  
**Hyperion**  
**Microsoft**  
**Navisys**  
 Oracle  
**SAP**  
**Wipro**  
 Yahoo

## Retail

**Accor**  
**Auchan**  
**Decathlon**  
**FNAC**  
 Give Something Back  
 HEB  
**L’Oréal**  
**Leroy Merlin**  
**Pinault-Printemps**  
**3 Suisses**  
 Unified Western  
 Grocers

## Services

Bank of America  
**Cap Gemini**  
**CNL Properties**  
 GE Capital  
 Goldman Sachs  
**Legg Mason**  
**Lehman Brothers**  
 MasterCard  
**Price Waterhouse**  
**Coopers**  
**Real Foundations**  
 State Farm  
**Watson Wyatt**

## Industrial

**Areva**  
**Bouygues**  
 Caterpillar  
**Chilectra**  
**DuPont**  
**Endesa**  
**Energia Pacifica**  
**Haworth**  
 Reliance  
**Roper**  
**Saudi Aramco**  
**Shell**  
**Solvay**  
**Suez**  
 Tata  
 3M  
 Westinghouse

## Aerospace

**Aerospace Technology**  
**Working Group**  
 BioServe Space  
 Technologies  
 Boeing  
**California Space Grant**  
**Foundation**  
 Constellation Services  
 General Atomics  
 Jet Propulsion Laboratory  
 Kistler Aerospace  
 Lockheed Martin  
**NASA**  
 Northrup Grumman  
 Rocketplane  
 SAIC  
 Scaled Composites  
 SPACEHAB, Inc  
 Space Policy Institute  
 Space Tourism Society  
 XCOR

## Health Care

**Alegent**  
 American Board of Internal  
 Medicine  
**American Board of**  
**Pediatrics**  
 American Medical  
 Association  
 American Osteopathic  
 Association  
 AstraZeneca  
**Federation of State**  
**Medical Boards**  
 Harvard School of Public  
 Health  
 Johnson + Johnson  
**National Board of Medical**  
**Examiners**  
**Smith & Nephew**  
**Stanford University**  
**Medical School**  
**Transitions Optical**  
**University of Minnesota**  
**Medical School**

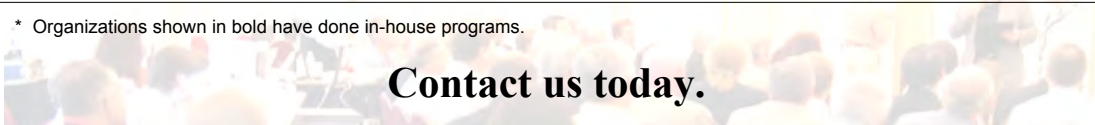
## Government

Bureau of Land  
 Management  
**Federal Reserve**  
**Bank of the US**  
**NASA**  
**NOAA**  
 National Center for  
 Atmospheric  
 Research  
 National Science  
 Foundation  
 Sandia National Lab  
**US Department of**  
**Energy**  
 US Forest Service  
 US Geological  
 Survey

## Education & Nonprofit

**American Heart**  
**Association**  
**Annie E. Casey**  
**Foundation**  
**Aspen Institute**  
 California Charter Schools  
 Association  
**Cardinal Stritch Univ.**  
**CFED**  
**FFA**  
 FB Heron Foundation  
**Helen Bader Foundation**  
**MacArthur Foundation**  
**Marquette University**  
**Milwaukee Public Schools**  
**Nebraska Department of**  
**Education**  
**Notre Dame University**  
**Santa Cruz City Schools**  
**St. Petersburg College**  
**University of Minnesota**  
**Law School**  
**US Lacrosse**

\* Organizations shown in bold have done in-house programs.



**Contact us today.**

