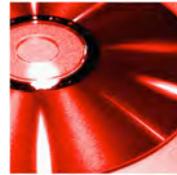


INNOVATION

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

“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
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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

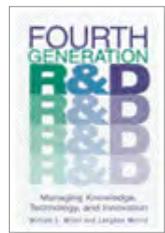


PERMANENT INNOVATION

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

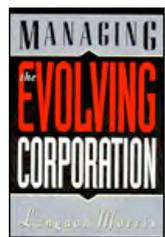


4th Generation R&D

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

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

www.permanentinnovation.com/blog/

Check out our innovation blog.

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.



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