



Silicon Valley Innovation Leadership Week

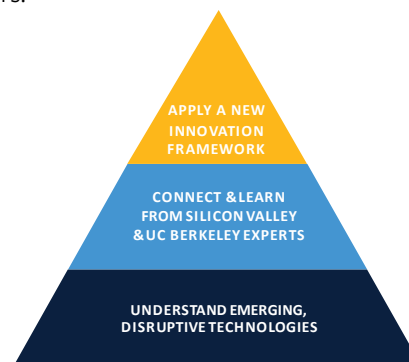
Set on both the Berkeley campus and in Silicon Valley, this is a one-week intensive program designed to guide leaders to advance innovation in their firms in multiple dimensions including strategy, technology, culture, mindset, process and team organization.

INNOVATE OR BE DISRUPTED

The Silicon Valley Innovation Leadership Week brings together Silicon Valley and UC Berkeley experts to prepare executives and managers to better lead their teams and companies in innovation.

- What is on the horizon for your business?
- How will you lead your people, evolve your products, and adapt with newly emerging and disruptive technologies?

These are the challenges we will help you address during your time at the Silicon Valley Innovation Leadership Week. By applying the Berkeley Method of Innovation Leadership, you will learn how leading firms and innovators at Berkeley and Silicon Valley cultivate the mindset, behaviors, and frameworks that are proven to make teams more effective innovators.



Explore emerging technologies, and learn what thought leaders see as the key technology advances and disruptions that will shape the future of your business.

Let us help you take your firm forward with its innovation efforts to transform your business to your business' future.

PROGRAM TOPICS

- Bring your own company challenges and/or project ideas.
- Learn about emerging technology and business models.
- Receive feedback from executives, entrepreneurs and faculty.
- Align innovation with your firm's strategy.
- Network and connect with general and technical leaders from top firms around the world.

LEAD INSTRUCTOR

Ikhlaq Sidhu, Ph.D.

Chief Scientist and Founding Director of UC Berkeley's Sutardja Center for Entrepreneurship & Technology.



Founded the Fung Institute for Engineering Leadership and serves as the faculty director of the Engineering Leadership Professional Program (ELPP). His research areas include systems and stochastic models, strategic data analytics, and learning models.

10.30.17
Beginning
October 30, 2017

5 DAYS
On the Berkeley campus
and in Silicon Valley

10 EXPERTS
From UC Berkeley
and Silicon Valley

\$10,500
Inclusive of tuition, cases,
and program materials

**TECH
DISRUPTORS**
That will impact your
business future

7 TOPICS
On leading
innovation

Silicon Valley Innovation Leadership Week



PROGRAM OUTLINE

INNOVATION & LEADERSHIP

- The 3 Layers of Effective Innovation
- Berkeley Method of Innovation Leadership Framework
- Project Master Class

SUCCESSFUL INNOVATION

- Concepts & Tactics
- Disruption & Strategies
- Effective Innovation: Google process, Netflix case

BIG DATA, NEW BUSINESS MODELS & LEAN METHODOLOGY

- Big Data Reshapes Businesses
- **Steve Blank** - Innovation @ 50X in Legacy Organizations
- **Shomit Ghose** - A Silicon Valley Venture Capital Perspective

UC BERKELEY THOUGHT LEADERSHIP & EMERGING TECHNOLOGIES

- Artificial Intelligence & The Future with **Ken Goldberg, Pieter Abbeel**
- Robotics of Tomorrow with **Anca Dragan**
- AR/VR with **Allen Yang**
- Blockchain & Technology Drivers

LEADERSHIP & PSYCHOLOGY OF INNOVATION

- Protecting Brand, Leading People & Team Composition
- Example from Fortune 500 Company: **Wayne Delker**, Former-CIO, Clorox
- Silicon Valley Executive Perspective: **Nir Merry**, VP, Applied Materials

INNOVATION FIELD STUDIES

- **Johnson & Johnson's J Labs:** On Site Visit, So. San Francisco
- **Autodesk** - The Future of Making Things: On Site Visit, San Francisco
- **Tesla** - Electric/Autonomous Vehicles On Site Visit, TBC

GUIDANCE ON CHANGE & INNOVATION

- Review & Advising of Projects with Ikhlaq Sidhu & Gigi Wang
- Reflections for Leading Innovation within Your Organization
- Certificate Ceremony & Dinner UC Berkeley Faculty Club

FEATURED FACULTY AND GUEST SPEAKERS



Steve Blank
Entrepreneur,
Author, Berkeley &
Stanford Faculty



Jocelyn Weber
Director of Executive Programs,
Sutardja Center,
UC Berkeley



Hap Klopp
Founder of North
Face



Wayne Delker
Former CIO, Clorox,
Fortune 500



Gigi Wang
Faculty
Sutardja Center,
UC Berkeley



Nir Merry
VP, Applied Materials



Pieter Abbeel
Assoc. Professor,
UC Berkeley,
OpenAI



Shomit Ghose
Managing Director
& Partner, OnSet
Ventures



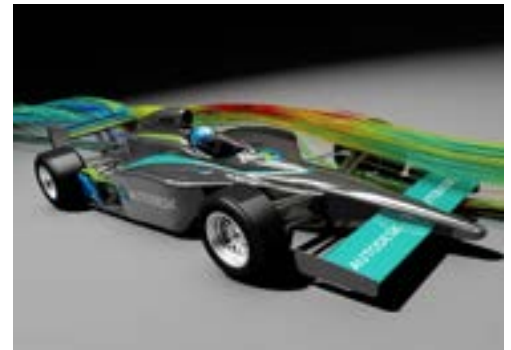
Anca Dragan
Asst Professor,
Robotics, UC
Berkeley



Allen Yang
Exec Director,
Augmented Cognition,
UC Berkeley



Ken Goldberg
Professor, Chair,
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