

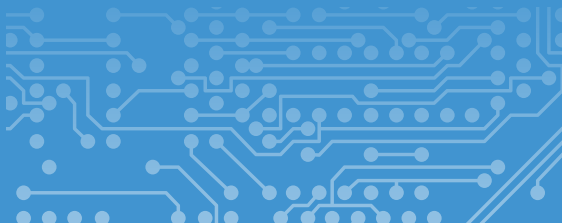


Pantas and Ting

**Sutardja Center**  
for Entrepreneurship & Technology

Berkeley Engineering

# SILICON VALLEY INNOVATION LEADERSHIP WEEK



**Berkeley**  
UNIVERSITY OF CALIFORNIA

[SCET.BERKELEY.EDU/INNOVATON-WEEK](https://scet.berkeley.edu/innovaton-week)

# Berkeley

## SILICON VALLEY INNOVATION LEADERSHIP WEEK



12+  
EXPERTS

From UC Berkeley  
and Silicon Valley

TECH  
DISRUPTORS

That will impact your  
business future

7  
TOPICS

On leading  
innovation

10.30.17

Beginning  
October 30, 2017

5 DAYS

On the Berkeley campus  
and in Silicon Valley

\$10,500

Inclusive of tuition, cases,  
materials, and some meals



## 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.

APPLY A NEW  
INNOVATION  
FRAMEWORK

CONNECT & LEARN  
FROM SILICON VALLEY  
& UC BERKELEY EXPERTS

UNDERSTAND EMERGING,  
DISRUPTIVE TECHNOLOGIES

[MORE INFO](#)

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## PROGRAM OUTLINE: *Led by Prof. Ikhlaq Sidhu*

### 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 JLABs**: 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

## ACADEMIC & INDUSTRY FACULTY



**Ikhlaq Sidhu**, *Faculty Lead & Chief Scientist, Sutardja Center, UC Berkeley*

Ikhlaq Sidhu is serial innovator with an industry background and the perspective of an academic. He teaches at the University of California Berkeley, where he is the faculty director & founder of the Sutardja Center for Entrepreneurship and Technology and a professor in the Department of Industrial Engineering & Operations Research.



**Steve Blank**

Entrepreneur,  
Author, Berkeley &  
Stanford Faculty



**Shomit Ghose**

Managing Director  
& Partner, OnSet  
Ventures



**Ken Goldberg**

Professor, Chair,  
UC Berkeley



**Mark Tarpenning**

Founder,  
Tesla



**Anca Dragan**

Asst Professor,  
Robotics,  
UC Berkeley



**Gigi Wang**

Faculty  
Sutardja Center,  
UC Berkeley



**Pieter Abbeel**

Assoc. Professor,  
UC Berkeley,  
OpenAI



**Hap Klopp**

Founder of North  
Face



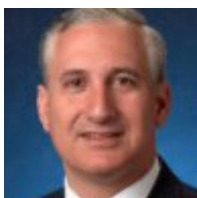
**Wayne Delker**

Former CIO, Clorox,  
Fortune 500



**Allen Yang**

Exec Director,  
Augmented  
Cognition,  
UC Berkeley



**Nir Merry**

VP, Applied  
Materials

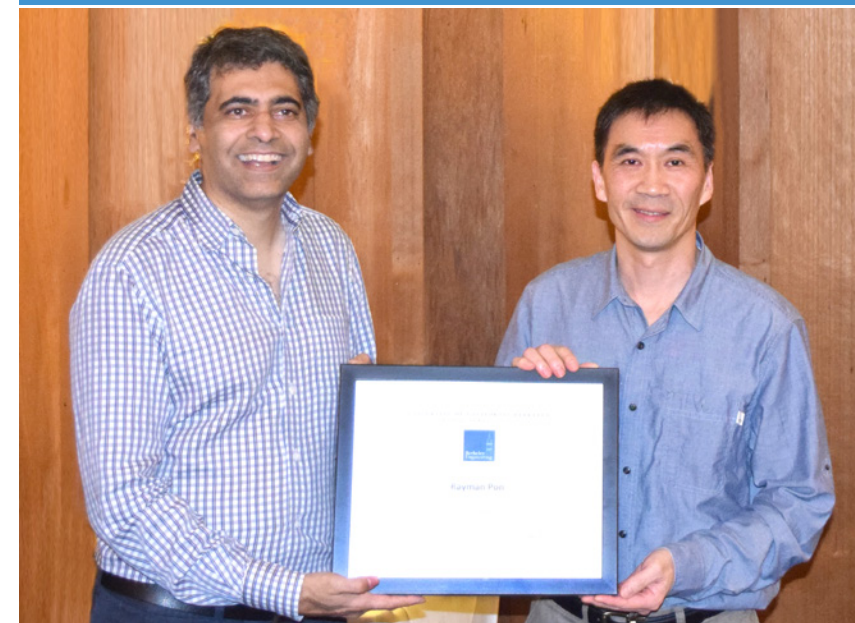
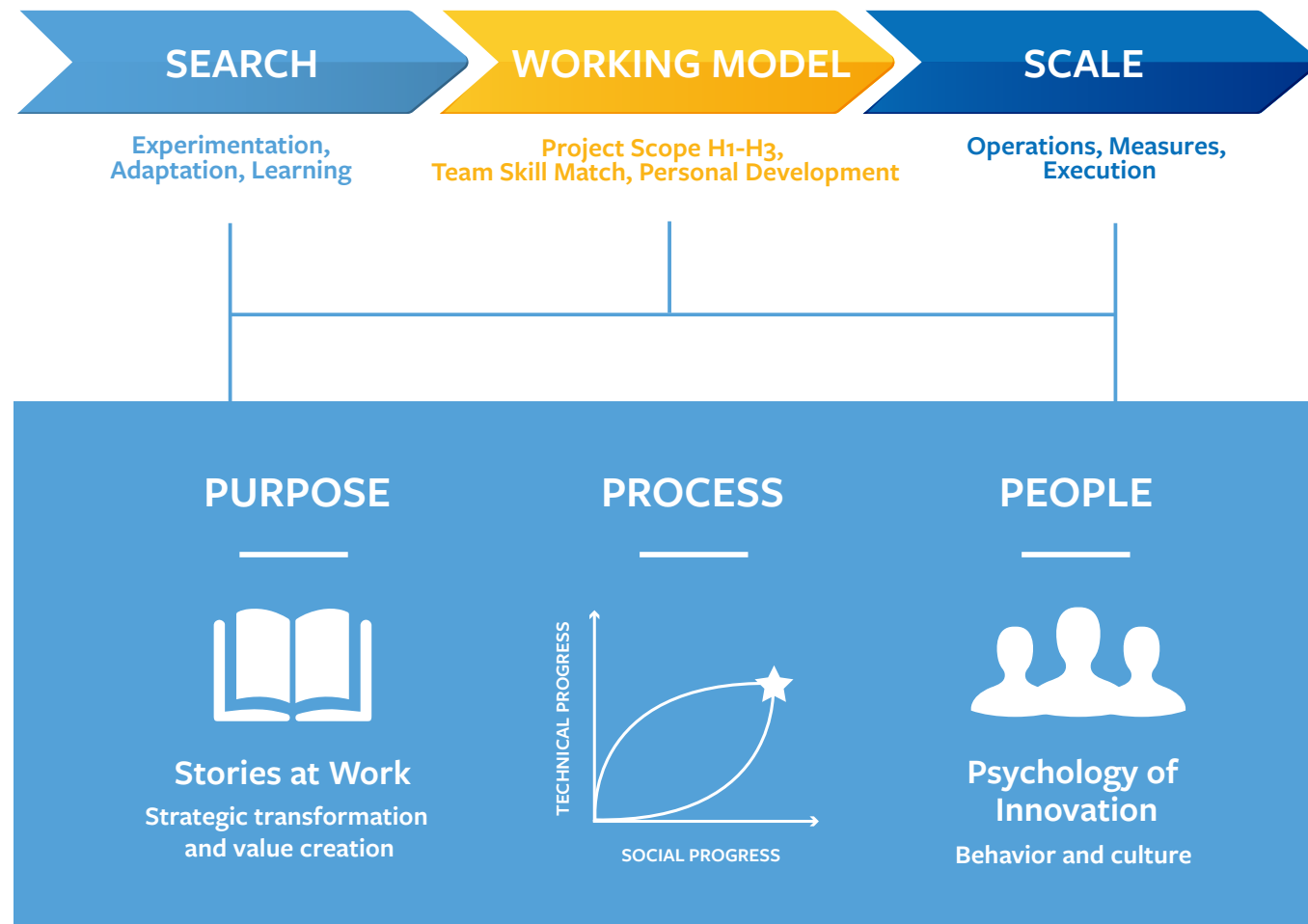
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## BERKELEY METHOD OF INNOVATION LEADERSHIP



SILICON VALLEY INNOVATION  
LEADERSHIP WEEK

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