

# Silicon Valley Innovation Immersions

*Experiential excursions reveal growth secrets from the world's most innovative region*

**W**hat is the secret of the Silicon Valley? How do companies in the Valley and the greater Bay Area like Google, Cisco Systems, Method, IDEO, and others drive fast cycle-time innovation and create sustainable growth? What makes this region the most recognized hotbed of innovation in the world?

Established innovators. Start-ups. Venture Capitalists. Entrepreneurs. Researchers. Thought leaders from Stanford and Berkeley. By stepping away from your day-to-day routine and immersing yourself in the world of forward-looking companies and imaginative thinkers shaping the future, you can tap into their perspectives and experience, internalize the principles that drive innovation success, and immediately apply these insights to your own strategic innovation and organizational change initiatives.

## Silicon Valley - The Source of Innovation Inspiration

Silicon Valley is the undisputed catalyst of entrepreneurship and innovation – a gathering place for those who turn new ideas into innovative business models, products and services. The area is home to some of the most recognized brands and companies on earth, in high technology and beyond. In total, the combined market value of the 150 largest local companies is over \$1 trillion.

Located in the heart of Silicon Valley, InnovationPoint leverages its Strategic Innovation heritage and extensive network of relationships to deliver customized, immersive experiences for senior leadership teams in all types of companies.

## The Value of *Immersion*

InnovationPoint's *Silicon Valley Innovation Immersions* are typically 1-2 day highly experiential, customized programs that expose a leadership team to a hand-picked cadre of innovation pioneers and leaders, to hear their

stories and learn about their approaches and practices. The visits include tours, presentations and highly interactive discussions. Following these visits, debrief sessions catalyze insights, reveal implications and prioritize key actions for advancing innovation and driving growth within your organization.

## Hot Topics

We customize every immersion to achieve your specific goals. Hot topics typically include:

- The role of senior leadership in driving innovation and growth
- Emerging practices in innovation management
- Fostering a culture of innovation
- White Space opportunity identification: methodologies for envisioning next generation business models, products and services
- The role of design in innovation
- Consumer experience design best practices
- Accelerating strategic investment decisions
- Innovation metrics and incentives
- Organizational models that support sustainable innovation

## About InnovationPoint

InnovationPoint is a non-traditional consulting firm that helps its Fortune 1000 clients take a strategic approach to innovation. InnovationPoint blends traditional and unconventional methodologies to identify breakthrough opportunities, develop growth strategies and consumer-inspired new products, and to align organizational strategy and design in a way that supports sustainable innovation. InnovationPoint's clients include Hewlett-Packard, Kimberly-Clark, PepsiCo, Frito-Lay, Philips, Dial Corporation, Charles Schwab, Microsoft, Yahoo!, SRI, Aegion Health, Genentech, SK Telecom (South Korea) and Nestlé.