

## Teaching for Product Innovation™

Our Teaching for Product Innovation™ program provides instructors with an intensive, “hands-on” course focusing on understanding the role of product creation, evaluation, and early development practices of new innovative products/services. The key issues are addressed in a fashion highly consistent with lean product development methodologies including creating a business model canvas, customer archotyping, discovery and validation. Additionally, how early minimal viable product design, visual model embodiment, feasibility assessment, leads to understanding the resources needed to develop a sustainable venture from cost analysis and go-to-market strategies.



### Who Should Attend?

This is an open-enrollment program designed for instructors looking to understand, broaden and introduce key steps in the drivers for product innovation. Working individually or in teams, instructors are encouraged to work on strategies and action plans to how to incorporate the innovation thought process into existing curriculum.

### Program Benefits

At the highest level, you will come away with clear answers to the following questions:

- What are the global challenges faced by instructors as they focus on product innovation?
- What are common enablers and barriers to product innovation and reducing the failure rate?
- How to identify goals for innovation and establish short and long-term metrics for product validation?
- What are the important behavior and skills required by all innovators/entrepreneurs to enable a culture of sustained innovation?
- How do you create a learning model for a repeatable, sustainable process within your course instruction for sustained product and market innovation process?
- What best practices are required to drive and support an innovative culture?

### Program Content

The program uses a proprietary sequence of modules and tools to support the development of how to introduce and sequence product innovation, entrepreneurship in engineering practices. You will learn how to use insights required to give form to your students’ best practices, from ideation to launch preparedness. Specific skill development and issues covered include:

- **Design Thinking:** Understanding the core concepts of form and function, proportion, materiality and more
- **Idea Conceptualization:** Creating a visual business model that conveys a product market fit, and clearly identified value proposition
- **Lean Product Development:** Understanding the drivers for customer validation through best discovery practices to assess beachhead rationale
- **Realization Strategies:** Identifying what should be included in the Minimum Viable Product (MVP), creating an implementation path for the fully functional product/service
- **Key Partners:** Understanding your industry ecosystem to facilitate appropriate relationships with manufacturers and suppliers
- **Product Team Management:** Selecting team members with the right mix of knowledge and capabilities to drive both short and long-term metrics.