



FIVE DISCIPLINES OF INNOVATION

SHAPING MINDS, BUILDING LEADERSHIP

For any enquiries please contact:

AKEPT MALAYSIA
Higher Education Leadership Academy
(AKEPT)
Ministry of Higher Education Malaysia
Level 2, Block E3, Parcel E
Federal Government Administrative Centre
62505 PUTRAJAYA
Tel : +603-8883 5540/5541/5485
Fax : +603-8883 5490

BRIAN ENGLEMAN

*BUSINESS DEVELOPMENT MANAGER,
INNOVATION PROGRAMMES*

WILLIAM W. WILMOT

*DIRECTOR,
COLLABORATION INSTITUTE
SRI PARTNER IN VALUE CREATION*

CLAUDE LEGLISE

SENIOR EXECUTIVE CONSULTANT

*8-10, 11-13, 15-17 MARCH 2010
12-14, 15-17, 19-21 APRIL 2010*

AKEPT

ROLES

- To provide relevant and pragmatic training programmes, and facilitation to higher education institutions
- To promote and facilitate collaboration and alliances with the best in class globally
- To promote and facilitate a network of sharing and collaboration on research and innovation within higher education institutions
- To promote and facilitate a culture of research and publication on issues and challenges in higher education
- To put in place a structured framework on succession planning for higher education institutions

VISION

To be acknowledged as the global benchmark and referral centre for Higher Education Leadership, Teaching and Learning, and Research and Innovation

MISSION

- To align with the Ministry's transformation agenda for higher education to ensure that higher education institutions are globally competitive
- To provide the Ministry with adequate and relevant information to aid the formulation of higher education policies dealing with talent management, leadership, governance, and innovation
- To be recognized as the premier referral centre for research & innovation, teaching & learning, and leadership competencies for higher education

- Discipline #1: Important Customer and Market Needs
- Discipline #2: Creating Customer Value
- Discipline #3: Developing Innovation Champions
- Discipline #4: Building Innovation Teams
- Discipline #5: Ensuring Organisational Alignment

Participants in the Five Disciplines of Innovation programme will use these tools on real projects that are important to them and their organisations. Executive level personnel will see the value in setting up an organisation that encourages innovation. Senior and middle management will gain tools that can make their teams more effective at focusing on important needs and developing appropriate solutions for those needs, while others within organisations will share a common language and better understanding of what they should be focusing on when developing their technologies, products, and services.

INTRODUCTION

Today's world is one where individuals, their teams, and their enterprises need the right innovation skills to identify and then develop the abundance of opportunities that exist. SRI's Five Disciplines of Innovation (5DOI) programme organised by AKEPT was developed, to help academics capture opportunities and reduce time-to-market for their significant research output. This interactive programme defines innovation, focuses on its importance, and engages participants in practical exercises that bring immediate value. SRI's experts will work closely with participants to analyze projects and identify means to rapidly commercialise new technologies and products.

The programme takes organisations through the five ingredients identified by SRI for successful innovation- from market understanding and business plans to people issues and enterprise development. The Five Disciplines of Innovation are:

OBJECTIVES

The objectives of this programme include coaching participants on how to:

- recognize innovative opportunities and minimize risk;
- develop compelling value propositions relevant to appropriate markets and customers;
- establish a disciplined process for rapidly evaluating and enhancing products and service ideas;
- collaborate more effectively with clients and colleagues;
- identify and remove obstacles to commercialisation; and
- implement a scalable plan that inspires creativity, enhances collaboration, and sustains innovation within organisations.

TARGET AUDIENCE

Senior Academics and Researchers.

DETAILED PROGRAMME

DAY 1	
Time	Session
8.30 am	Registration and Coffee
9.00 am	Welcome Address
9.15 am	Overview of SRI's Five Disciplines of Innovation programme <ul style="list-style-type: none"> The Call to Innovate Group exercise Summary of SRI's Five Disciplines of Innovation
10.45 am	Coffee Break
11.00 am	Discipline One : Important Customer Needs
12.00 pm	Discipline Two : Value Creation Process
12.45 pm	Lunch Break
2.15 pm	Elevator pitches (individuals prepare and present)
3.15 pm	Tea Break
3.30 pm	Introduction to Value Creation Forums <ul style="list-style-type: none"> Select projects Form teams Iterate selected projects' Value Propositions in teams
5.30 pm	End of Day 1 Programme

DAY 2	
Time	Session
8.30 am	Registration and Coffee
9.00 am	Perform Value Creation Forum #1
10.30 am	Coffee Break
10.45 am	Discipline Three : Innovation Champions
11.15 am	Innovation Plans
12.00 pm	Value Creation Forum #2 (Teams prepare, including innovation plan components)
12.45 pm	Lunch Break
2.15 pm	Value Creation Forum #2 (Teams continue to prepare)
3.15 pm	Tea Break
3.30 pm	Value Creation Forum #2 (Teams present)
4.45 pm	Discipline Four : Innovation Teams
5.30 pm	End of Day 2 Programme

DAY 3	
Time	Session
8.30 am	Registration and Coffee
9.00 am	Discipline Five : Organisational Alignment
9.30 am	Value Creation Forum #3 (Teams prepare, including innovation plan components)
10.15 am	Coffee Break
10.30 am	Value Creation Forum #3 (Teams continue to prepare)
11.00 am	Value Creation Forum (Value Proposition iteration)
12.15 pm	Discussion: Using the Five Disciplines of Innovation to drive change in Malaysia
1.00 pm	Programme closure & Lunch

SPEAKERS



BRIAN ENGLEMAN

*Business Development Manager,
Innovation Programmes*

Brian Engleman has 20+ years of management and business and corporate development experience in innovative environments. His expertise lies in identifying and developing innovative technologies, including strategy, licensing, partnerships, fundraising, and launching new businesses, particularly in the energy and chemical industries. He joined SRI International in January of 2008 as part of their business development and innovation programmes, where he is responsible for identifying opportunities for bringing value to customers throughout North America and Southeast Asia.

Mr. Engleman was a co-founder of Intellectual Licensing and Capital Group where he helped develop new start-up businesses and handled IP licensing. He spent eight years with Catalytica Energy Systems/Catalytica Advanced Technologies as Director of Corporate and Business Development, responsible for identifying new business opportunities and executing M&A activities.

Mr. Engleman was responsible for the acquisition and integration of new businesses by Catalytica. He has also led several multi-company, \$10+ million dollar programmes in the areas such as specialty polymer research and fuel cells. In addition, Mr. Engleman worked for Solvay Interlox, an international chemical manufacturer, headquartered in Belgium, where he managed two unique chemical plants and assisted Solvay with a major reorganisation in 1997-1998. Mr. Engleman has been recognized throughout his career for his positive contributions to his employers and partners.

Mr. Engleman holds an MBA from Rice University, a BS in Chemical Engineering from the University of California at Berkeley, and a certificate in Biotechnology from the University of California at Santa Cruz.



WILLIAM W. WILMOT

*Director,
Collaboration Institute
SRI Partner in Value Creation*

William (Bill) W. Wilmot is co-author of *Innovation: The Five Disciplines for Creating What Customers Want* (named by BusinessWeek as one of the top 10 business books for 2006) and is one of the key architects of SRI International's Five Disciplines of Innovation workshop. He has presented the workshop for clients from Great Britain, Finland, Sweden, Canada, Taiwan and multiple U.S. companies and universities. The Five Disciplines of Innovation process has been applied across a variety of enterprises from forest products to cutting edge technology products to regional economic development.

Bill Wilmot's specialty is workplace communication, and he has helped diverse organisations over the past 25 years with a variety of issues. Bill has an active regional, national and international practice having worked in South Africa, Spain, Singapore, London and Paris. Bill has worked with janitors in schools, CEO's of large electronic firms, human service organisations, government offices, educators, and family owned businesses, among many others.

In addition to being an SRI Innovation Partner, Bill is a specialist in team dynamics, and an Advanced Practitioner with the Association for Conflict Resolution. Being equally interested in theory and best practices, his book *Interpersonal Conflict* is currently in press for its 8th edition, and his *Artful Mediation: Constructive Conflict at Work* is used by many mediators. As a recovering academic, he has numerous books on personal and professional relationships in print and is a Professor Emeritus at the University of Montana.



CLAUDE LEGLISE

Senior Executive Consultant

Claude Leglise is the co-founder of ClearSpot Energy, Inc., a solar electricity services start-up company targeting large scale commercial users of power.

Leglise combines extensive global venture investing experience with a long track record in technology marketing and general management. He was recently Managing Director of the WI Harper Group, a Chinese-American venture capital firm. Prior to that, he was Vice President of Intel Capital, where he was responsible for making over 150 equity investments, including Cambridge Silicon Radio, SuSe, Passave, MVS Net, Japan Communications, and Techfaith Wireless, in 25 countries. In 1982, Leglise started his Intel career in marketing for the Microprocessor Division, where he launched Intel's first 32-bit microprocessor, the 386, and pioneered the branding of semiconductors.

Leglise spent 12 years in general management positions, first leading the design and marketing of the world's first million-transistor microprocessor. He started Intel's collaboration with the software industry and managed the growth of the Developer Relations Group from 2 to over 300 software engineers. As VP of the Home Products Group, he built a \$250M consumer business and served on Intel's Executive Staff.

Leglise is a member of the Board of Directors of Laszlo Systems, the leading open source platform for building and deploying Web 2.0 applications.

Claude received a master's degree in Electrical Engineering from École Nationale Supérieure d'Arts et Métiers, in Paris, France, and an MBA from Stanford University in Palo Alto, California.



PROFESSOR DR. KRISHNA KODUKULA

*Executive Director,
CADRE*

Krishna Kodukula, Ph.D., is Executive Director of the Center for Advanced Drug Research (CADRE) in SRI Shenandoah Valley, Virginia. Prior to that, he was Senior Director for Systems Biology in the Biosciences Division. At SRI, Dr. Kodukula is establishing new programs and expanding business opportunities, focusing on practical applications of the science of proteomics. He championed and established CADRE to apply proteomics to host-vector-pathogen interactions for discovering new ways to detect, prevent, and treat infectious diseases.

Dr. Kodukula joined SRI from Sarnoff Corporation, a SRI subsidiary where he was a distinguished member of its technical staff. He was the champion and principal investigator of a national government funded program, to develop technologies and strategies for reducing drug discovery and development time during a national emergency. He subsequently developed strategies and business models to commercialize many innovations from the national program. He championed or partnered to launch Halos, ProteinLogic, PowerZyme, Insulet and Rosedale Medical. The latter three were venture funded for technology development and commercialization. Novel clinical diagnostics and biomaterials for medical and industrial use formed the technology underpinning these ventures.

Prior to Sarnoff, Dr. Kodukula helped launch Small Molecule Therapeutics, a drug discovery start-up in the Princeton area, and co-found Pyxis Technology Solutions, an IT tools developer, based in India and in the US. Previously, he was a senior research investigator at Bristol-Myers Squibb Pharmaceutical Research Institute and a fellow at the Roche Institute of Molecular Biology, Hoffman-La Roche.

Dr. Kodukula has over 25 years of experience in conducting basic and industrial research focused on the biochemistry of membrane proteins, and drug discovery for several therapeutic targets in metabolic disease, neuroscience and infectious diseases. Presently, Dr. Kodukula is interested in understanding the biological function at a system level, particularly the host-pathogen interactions, using model systems and

computational approaches. He believes that understanding the host-pathogen interactions will help in the discovery of new markers and therapies for infectious diseases and the orphan & neglected diseases. He has published extensively and holds two patents.

Dr. Kodukula is a member of the American Society for Biochemistry and Molecular Biology, and the Society for Biomolecular Sciences. He is an adjunct full professor at James Madison University and serves on the boards of VA BIO and the Shenandoah Valley Partnership, a regional economic development group. He was a past member of the Virginia Technology Advisory Commission (2007-09) and Virginia Innovation Partnership (2009), both in the Commonwealth of Virginia.

Dr. Kodukula has a Ph.D. in biochemistry and botany from Utkal University, Bhubaneswar in India, and did postdoctoral work at the Indian Institute of Science, Bangalore in India, where he was a National Biotechnology Board fellow.