

*****All Times Noted Are Eastern (Boston, MA) Time**

DAY 1

TECHNOLOGY STRATEGY AT THE PROJECT LEVEL

8:30 – 10:00 AM

Introduction

10:00 – 10:15 AM

Break

10:15 – 12:15 PM

Value Creation in the Innovative Firm

12:15 – 1:15 PM

Lunch

1:15 – 3:00 PM

Capturing Value from Innovation

3:00 – 3:15 PM

Break

3:15 – 5:15 PM

Value Capture: Negotiation Exercise –The Flash of Genius

DAY 2

TECHNOLOGY STRATEGY AT THE PORTFOLIO LEVEL

8:00 – 9:00 AM

Day 1 Review

9:00 – 9:15 AM

Break

9:15 – 12:15 PM
(15 min break- tbd)

Managing Innovation Project Portfolios
Case Study: Le Petit Chef

12:15 – 1:15 PM

Lunch

1:15 – 4:00 PM
(15 min break- tbd)

Creating and Capturing Value in a Technological Discontinuity

Schedule subject to change