Pantas and Ting
Sutardja Center
for Entrepreneurship & Technology
Berkeley Engineering

SILICON VALLEY INNOVATION LEADERSHIP WEEK - 2018

Berkeley
UNIVERSITY OF CALIFORNIA

SCET.BERKELEY.EDU/INNOVATON-WEEK

Berkeley

SILICON VALLEY INNOVATION LEADERSHIP WEEK

Sutardja Center

10
EXPERTS
From UC Berkeley and Silicon Valley

TECH DISRUPTORS
That will impact your business future

7
TOPICS
On leading innovation

10.29.18
Beginning October 29, 2018

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.

MORE INFO

APPLY NOW

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, BLOCKCHAIN, 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 **Pieter Abbeel**
- Robotics of Tomorrow with **Anca Dragan**
- AR/VR with **Allen Yang**

LEADERSHIP & PSYCHOLOGY OF INNOVATION

- Protecting Brand, Leading People & Team Composition
- Example from Fortune 500 Company: **Wayne Delker**, Former-CIO, Clorox
- Silicon Valley Executive Perspectives - Marc Tarpenning, Co-Founder, Tesla

INNOVATION FIELD STUDIES

- **Johnson & Johnson's JLABS:** On Site Visit, So. San Francisco
- Others to be confirmed

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 is he the 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

Wayne Delker
Former CIO, Clorox, Fortune 500

Anca Dragan
Asst Professor, Robotics, UC Berkeley

Gigi Wang
Faculty
Sutardja Center, UC Berkeley

Pieter Abbeel
AI/ Robotics, Professor, UC Berkeley, Founder Embodied Intelligence

HapKlopp
Founder of North Face

Jocelyn Weber
Director of Executive Programs, Sutardja Center, UC Berkeley

Allen Yang
Exec Director, Augmented Cognition, UC Berkeley

Marc Tarpenning
Co-Founder, Tesla

MORE INFO | APPLY NOW

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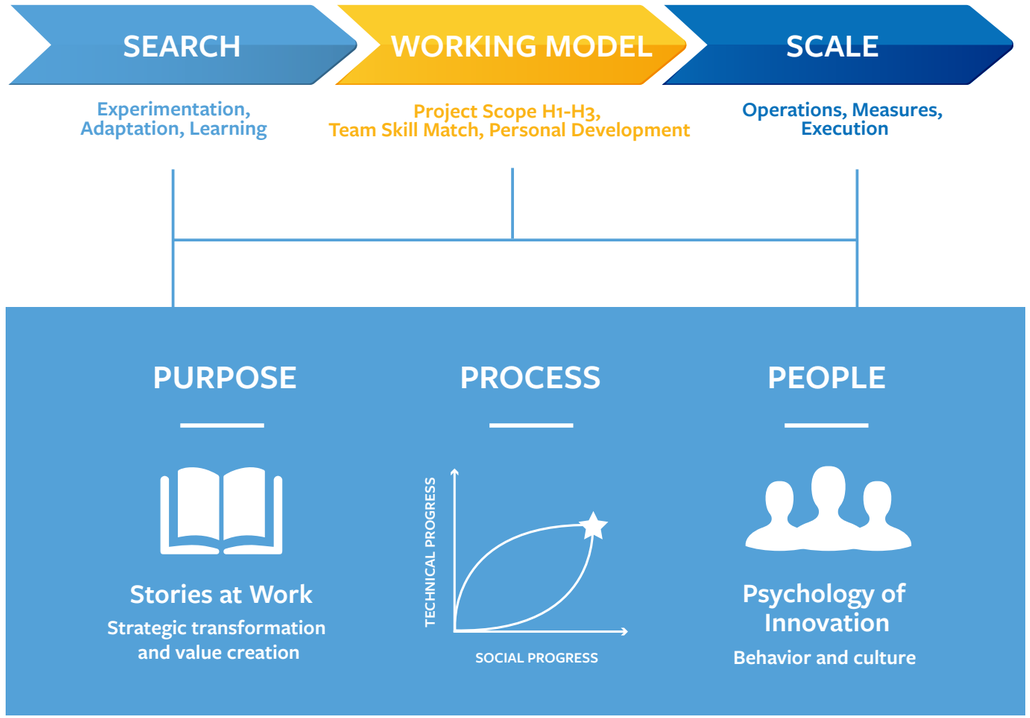
UNIVERSITY OF CALIFORNIA

BERKELEY METHOD OF INNOVATION LEADERSHIP



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Offered in partnership with DTU

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