

# Developing and Managing a Successful Technology Strategy

Sample Schedule

Live Online via Zoom

*\*All times noted are in Eastern U.S. (Boston) time.*

## DAY 1: TECHNOLOGY STRATEGY AT THE PROJECT LEVEL (PART 1)

8:00 – 9:30 AM	Introduction
9:30 – 9:45 AM	Break
9:45 – 11:45 AM	Value Creation in the Innovative Firm

## Day 2: TECHNOLOGY STRATEGY AT THE PORTFOLIO LEVEL (PART 1)

8:00 – 9:45 AM	Capturing Value from Innovation
9:45 – 10:00 AM	Break
10:00 – 12:15 PM	Value Capture: Negotiation Exercise –The Flash of Genius

## DAY 3: TECHNOLOGY STRATEGY AT THE PORTFOLIO LEVEL (PART 2)

8:00 – 9:15 AM	Review of Previous Sessions
9:15 – 9:30 AM	Break
9:30 – 12:00 PM	Managing Innovation Project Portfolios

## DAY 4: TECHNOLOGY STRATEGY AT THE PROJECT LEVEL (PART 2)

8:00 – 11:30 AM	Creating and Capturing Value in a Technological Discontinuity
11:30 – 11:45 AM	Certificate Ceremony