



Developing and Managing a Successful Technology Strategy

Sample Schedule
Live Online via Zoom

All times noted are in Eastern U.S. (Boston, MA) time zone

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

Schedule Subject to Change