

Developing and Managing a Successful Technology Strategy

In Person - Cambridge, MA

Please note, all times listed are Eastern (Boston, MA) Time

Day 1

7:45 AM - 8:30 AM
8:30 AM - 10:00 AM
10:00 AM - 10:15 AM
10:15 AM - 12:15 PM
12:15 PM - 1:15 PM
1:15 PM - 3:00 PM
3:00 PM - 3:15 PM
3:15 PM - 5:15 PM
5:15 PM - 6:15 PM

Registration and Continental Breakfast
Introduction/Overview
Break
Value Creation in the Innovative Firm
Lunch
Capturing Value from Innovation
Break
Value Capture: Negotiation Exercise - The Flash of Genius
Reception

Day 2

7:30 AM - 8:00 AM
8:00 AM - 8:45 AM
8:45 AM - 9:00 AM
9:00 AM - 12:15 PM
12:15 PM - 1:15 PM
1:15 PM - 4:00 PM
4:00 PM - 4:15 PM

Continental Breakfast
Day 1 Review
Break
Creating and Capturing Value in a Technological Discontinuity
Lunch
Managing Innovation Project Portfolios
Certificate Ceremony