



CALIFORNIA STATE UNIVERSITY, LONG BEACH

SPECIAL FOCUSED INNOVATION WORKSHOP FOR YOUR ORGANIZATION

*Is your organization looking for innovative ideas for
designs, technical solutions, cost reductions,
or process cycle time reductions?*

Improve your team's productivity in a most innovative, enjoyable, and cost effective way by tapping into the resources of CSULB.

Focused Innovation Workshops derive innovative solutions to very specific pre-selected problems/challenges. These challenges may be technical or non-technical.

PROVEN SUCCESS AND RETURN ON INVESTMENT

Technical Workshops produce five to 15 innovation disclosure ideas in just two 4-hour sessions. Some of these disclosures become patents. For example, one workshop focused on spacecraft propellant densification produced 12 innovation disclosures. The participants of this workshop are going to be awarded four patents. Additional workshops were held with similar results.

Non-technical Workshops produce more immediate returns. For example, one workshop on a NASA related process produced 130 improvement ideas, from which thirteen most promising ideas were selected. Six of these ideas have been already implemented, and have produced actual savings of \$440,000.

YOU WILL PRODUCE:

- About one hundred innovative ideas, potential solutions to your organization's specific problem
- A categorized and prioritized list of the generated ideas
- Five to 15 innovations that could become one to five patents

- Cost reduction ideas that, once implemented, could produce savings from two to 100+ times the investment in the workshop
- Process cycle time reduction ideas reducing cycle time from 5% to 60%
- Innovative new designs

FOCUSED INNOVATION WORKSHOP (SESSION 1)

Topics Include:

- Focused Innovation Workshop process
- Challenge/problem (technology, process, or design) introduction by the expert of the focus area (10 minutes only)
- Key provocative questions answered
- Idea generation
- Concept clarification and categorization

FOCUSED INNOVATION WORKSHOP (SESSION 2)

Topics Include:

- Continue answering key provocative questions
- Idea generation
- Concept clarification and categorization
- Idea prioritization

WORKSHOP PARTICIPANTS SHOULD INCLUDE:

- One key individual who is the expert in the focus area
- Two to three others who know the focus area
- Three to four others who are generalists, are creative, usually think "outside the box," and one of the four needs to be familiar with information technology



**University College &
Extension Services**

California State University, Long Beach

INSTRUCTOR: BERGE BOYADJIAN, MS,

is the founder of Knowledge Capture and Transfer (KCT). KCT facilitates the generation of innovative solutions to technical or non-technical problems, implementation of the selected solutions, application of information technology, and knowledge management to improve productivity and quality. He has 25 years of management and engineering experience in the aerospace and construction engineering industries.

PLACE:

At your facility or on campus at California State University, Long Beach.

Workshops include a one-hour pre-workshop meeting. During this meeting we will prepare your lead staff to make the workshop a success by defining your specific

workshop objective and selection of the participants.

OTHER PROGRAMS AVAILABLE:

• **Creativity, Innovation, and Fun at Work Certificate Program**

Improve the quality of your life by applying many creativity tools to your personal or your group's problem and generate many innovative solutions, and have fun doing it!

• **Shaping Your Personal or Group's Destiny Certificate Program**

Evaluate the present state of your personal or group's direction and realign it to achieve the desired optimum state effectively. Develop your personal or group's destiny roadmap, and prepare a report that describes the steps needed to get to your destination.

TESTIMONIALS FROM BOEING NEWS:

"So far, the Focused Innovation Workshops at Downey have produced 12 new ideas resulting in five patent applications. Another workshop produced 130 improvement ideas."

"Thirteen of the most promising ideas selected for development will generate a savings of over \$4 million per year for the next five years."

FOR MORE INFORMATION, CONTACT:

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