

HIGH TECH INCLUSION INNOVATION LAB



Accelerating High Tech Innovation Through Inclusion

Diverse ideation propels innovation. Fast, innovative breakthroughs have become critical to modern business success, yet teams consistently report a failure to ideate and iterate at their greatest capacity. This lab takes the framework of Design Thinking and augments it by teaching participants the inclusive behaviors that accelerate innovation. Participants experience the direct connection between inclusion and business performance, defying the premise that diversity and inclusion is merely a nice-to-have. Participants put their new skills into practice to solve a challenge: a hypothetical high tech sector problem, a new high tech product, a service, a concern inside the organization or a not-for-profit challenge outside the organization. This new, research-based experience is recommended for teams, managers and leaders, or anyone who cares about the power of inclusion and innovation in today's diverse global economy.

An Immersive Learning Experience That Will . . .

- Teach what Design Thinking is (popularized by "The d.school" at Stanford), and how to use it to create new high tech products and services.
- Use the framework of Design Thinking while leveraging inclusive behaviors to accelerate the innovation process.
- Challenge participants to recognize and apply inclusive behaviors to solve real-world business problems.

**This course is available as a classroom,
virtual, or hybrid learning experience**

What Outcomes Can You Expect?

- Increased innovation of high tech products and services that help under-served customers and/or expand unreached markets.
- A scalable framework that uses inclusion to foster creativity and innovation.
- Increased employee engagement, thought leadership and performance
- Hands-on experiential learning that creates a specific outcome in the form of a new product or service.
- Better Diversity & Inclusion and Corporate Social Responsibility connectivity on initiatives that actually make a difference, as well as support internal and external branding.

Innovation Lab Sample Results:

- Employee engagement scores increased dramatically in a pilot high-tech division, as did retention. Innovation also increased (an increase of over 12% patents filed that year), which the team directly attributed to our program.
- A failing acquisition was revitalized by the inclusive innovation team, resulting in an unprofitable venture becoming one of the most profitable in the region.
- Controversy with regulators over a new product was solved by a joint innovation session between a chipset manufacturer and regulatory body, resulting in a pre-approval by regulators. Implementation challenges were also solved through joint forces from this innovation group.
- A technical partnership idea was generated to fill a gap in the supply chain and came to fruition, yielding a practical and affordable solution to a long-standing problem, within 45 days.

Program Facilitators:



Denise Pirrotti Hummel, J.D.

Denise Pirrotti Hummel, J.D., is the Chief Innovation Officer of Lead Inclusively, Inc., a firm devoted to empowering diverse leadership and teams to accelerate innovation and achieve the business results that make diverse ideation an economic imperative. She is a Ted Talks finalist and a member of Marshall Goldsmith's legacy 100 Coaches. She is also a member of the board of the Healthcare Businesswomen's Association (HBA) and chairs Athena's Life Sciences Committee.

She is a serial entrepreneur and CEO, having sold her cross-cultural business, Universal Consensus, LLC, to Ernst & Young, LLP, where she became a Principal. Prior to that she practiced employment law and international M&A as an attorney. In addition to performing some of the largest people integrations in the country, Ms. Hummel also tried and won the first class action under the Americans With Disabilities Act in the 1990s.



Zunaira Munir, Ph.D.

Dr. Zunaira Munir is a leading global expert on Blue Ocean concepts and methodology, including Blue Ocean Strategy, Blue Ocean Shift and Blue Ocean Leadership. As Vice President of the Blue Ocean Global Network, she has led the work of blue ocean strategy consultants in 45 countries around the world. Dr. Munir takes pride in serving a long list of Fortune 100 and other notable clients in a variety of industries, such as aerospace (Honeywell), IT (Intel, HP, Autodesk), biotech (Pfizer, Genentech, Medtronic), consumer goods (Coca-Cola, Reckitt Benckiser), telecom (T-Mobile, China Mobile), finance (US Bank, Banco Colombia) and others.

As Chief Strategy Officer for Clary Business Machines, she was instrumental in growing the company into a top 100 electronics company as ranked by INC Magazine.