Innovation Lab
NOW ONLINE!

Why attend?

Participants in the Innovation Lab will learn tools from design and systems thinking and apply them immediately to their own projects. They will leave with an appreciation of how to better understand their stakeholders, how to frame opportunities within messy problem spaces, how to conduct rapid experiments to test new product or service offerings, and how to tell stories about ideas in a way that resonates with various stakeholders.

Who will you learn from?

Dr. Sara Beckman has spent her years as a boundary spanner at UC Berkeley, where she has held faculty appointments in both the Haas School of Business and the Department of Mechanical Engineering. She served as Chief Learning Officer for the newly formed Jacobs Institute of Design Innovation and facilitated the creation of a multi-disciplinary Certificate in Design Innovation. She teaches courses such as Collaborative Innovation which integrates Art Practice, Theater and Dance Performance Studies and Business perspectives on both collaboration and innovation.

Dr. Rachel Dzombak is a strategist and educator working to frame and solve complex problems and train others to do the same. She teaches at UC Berkeley's Haas School of Business, helping students to use both design and systems thinking to solve problems that matter. Through her independent consultancy, she supports a range of organizations working to engage in digital transformation, shift business models, and grow innovation ecosystems.

The Fine Print:
- ➔ CIDCI sponsors enjoy free participation based on their level of sponsorship. Not sure if your company is a sponsor? Contact us here: https://www.cidci.org/contact
- ➔ Current CIDCI sponsors at all levels may purchase additional* seats for $500 per person.
- ➔ Non-sponsor rate: $1000 per person.
- ➔ Nonprofit leaders are eligible for full scholarships. Contact us to learn more.
- ➔ Select individuals may be asked to present their work and process at a CIDCI online event.

Have questions about this event? Contact us here.

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