**10x Faster, Cheaper, Better –   
The Promise Of AI-Powered Innovation**

**Workshop date: 2024/8/23, Friday 09:00~17:00 (Turkish time)**

**Workshop location: ULUTEK Technopark**

**Workshop introduction:**

98% of innovation attempts end in failure. The course describes the results of a 25-year , AI-driven, 11.5million case study research programme to decode the ‘DNA’ of the 2% of successful attempts, and will teach participants the hidden-in-plain-sight secrets of innovation success.

**Workshop benefits:**

An appreciation of Innovation DNA; a hands-on application of some of the key tools and processes; examination of a host of real-world innovation attempt successes and failures; recipe book for 10x faster, cheaper, better innovation projects.

**Workshop outline:**

* **What actually is innovation?**
* **Why do 98% of innovation attempts fail?**
* **InnovationDNA I – having a clear ‘North Star’ destination**
* **InnovationDNA II – the universal s-curve and Innovation Hero’s Journey**
* **InnovationDNA III – managing complexity**
* **InnovationDNA IV – finding and solving trade-offs**
* **InnovationDNA V – human factors (people love change, they hate being changed)**
* **Innovation Capability Maturity**
* **A 10x Faster, Cheaper Better Innovation Process You Can Start Deploying Tomorrow.**



Speaker Name,   
**Prof. Darrell Mann**,   
CEO, Systematic Innovation Network

Speaker Biography**:**

Over the course of the last 25 years, Darrell has helped deliver over $6B in new value to clients across the world, and has served as the spark behind a dozen spin-out companies. He is the author of over 1000 innovation related papers and articles and a dozen TRIZ-related text-books, the latest pair focusing on innovation in start-up enterprises and the soft-side of innovation. Over the years he has held Visiting Professorships at a range of different universities around the world. He is currently a Professor at the University of Buckingham in the UK.

Workshop registration form

Registration method: [Register online](https://www.systematic-innovation.org/index.php/en/?view=article&id=126:course1-20240823&catid=23) and fill in the registration form. Or please fill out the registration form and email to service@i-sim.org or icsi@i-sim.org

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| \*First Name: | | Mid Name: | | | \*Last Name: | Gender: |
| \*Affiliation: | | | \*Position: | | | |
| Tel Number: | | | Mobile: | | | |
| \*E-mail: | | | \*Address: | | | |
| City: | | | State/Country: | | | |
| Receipt Title: | | | VAT No. (if needed): | | | |
| **Workshop fees** | **□US$250，On-site** | | | **□ US$150, Online or Conf. participants** | | |
| **I-SIM/SSI member** | **□US$200，On-site** | | | **□ US$120, Online or Conf. participants** | | |
| Remittance bank | **International Participants**   * **Bank transfer (Note: Registrants should be responsible for any surcharge/charge for remittances): US currency** * **Bank Name: Mega International Commercial BANK** * **Bank Address: No. 1, Xin’an Rd., East Dist., Hsinchu City 300, Taiwan (R.O.C.)** * **Bank Code: 017-0206** * **SWIFT Code: ICBCTWTP020** * **Account No: 020-53-144-930** * **Account: The Society of Systematic Innovation** | | | | | |
| **Credit card payment** | **download :** [**Credit card payment**](https://lms.systematic-innovation.org/mod/resource/view.php?id=151) | | | | | |
| Special constraints/ needs，if any. |  | | | | | |

**Organizers:**

* **International Society of Innovation Methods (I-SIM)**
* **The Society of Systematic Innovation (SSI)**
* **Bursa Technical University (Local host)**