



Innovation Masterclass:

Accelerating the innovator within you

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"Dr. Ricketts masterfully delivers thought provoking content in a brilliant and well-honed style. His unique insights both challenge and entertain, leaving his audience anticipating the next engagement and makes him a worthy contributor in a wide variety of forums."

Sara Hand, President, Spark Growth

Is your company and industry trying to break into a new market, trying to overtake the market leader, trying to develop disruptive innovations that will transform your organization?

This intense Innovation Masterclass covers the essentials of the innovation course taught by Dr. Ricketts at Harvard University. Tailored to the fast-moving corporate executive, management teams and innovators at all levels who are looking to understand innovation and learn specific tools to grow innovation in their organizations and careers.

The Masterclass is taught in an interactive format with both lecture and group innovation sessions. Each module builds on the previous to share insights and tools for you to accelerate your innovative abilities.

The course is taught for talented industry leaders with content accessible by everyone.





"Inspirational and awesome content that is applicable to all areas of biz & life"

"Best & most accurate 30 minute intro to innovation I've ever seen"

*Participants 2015 Strategic Innovation Summit
at Harvard University*

This executive-style Masterclass is taught in four half-day modules (2 days total) onsite at your location.

Module 1: Disruptive Innovation

- How and why are industries disrupted
- How can you find and develop disruptive ideas and innovation
- How successful companies have pivoted to disrupt and outperform their competition

Module 2: Developing creative ideas and people in your organization

- Learn what blocks us from being more creative and how we can overcome them
- Team and individual creativity – how to develop and sustain it
- How can your team learn to be more creative and develop truly disruptive ideas
- Frameworks for creativity and tools for systemic idea generation

Module 3: How to create innovative product ideas and value for your customers

- How to uncover hidden value in your market
- Creating products and services that amaze and surpass your customers' expectations
- Frameworks for idea development through prototyping

Module 4: Design thinking for you and your organization

- Learn how to dig deep into customer needs
- Learn how to collaborate and create value through new insights into customers' needs



Dr. David Ricketts

"Professor Ricketts is a vivid and powerful storyteller who delivers a level of professionalism and preparedness unlike any other. His unique ability to inspire a room moves audiences to listen, learn, engage and act."

Liz Matthews, Executive Director, Dell

"Professor Ricketts is a terrific storyteller. His talks on the subject of innovation are both highly entertaining and educational. I'll continue to recommend our biggest corporate clients engage him as a speaker at their high profile events."

Peter Baer, Head of Corporate Development, Palisades Media Ventures

"Dr. Ricketts innovation sessions are exponentially better than any other I have attended."

David Graham, Deputy Chief Operating Officer, City of San Diego

"The Harvard Business School of Innovation"

Bob Bennett, Chief Innovation Officer, Kansas City

Dr. David Ricketts has taught innovation at Harvard University for the past decade in the Technology and Entrepreneurship Center (**TECH**), in the School of Engineering and Science. He received his PhD from Harvard University and has held appointments at Carnegie Mellon University, Harvard University, MIT and North Carolina State University. Prior to moving to academia, Dr. Ricketts was a leader of R&D for several high-tech companies in consumer electronics and semiconductors. Dr. Ricketts shares his 20 years of corporate and academic research, lessons and insight in his executive masterclasses.