Innovation, Strategy, and Entrepreneurship

Workshop / Training Catalog

Rev. 18f

Yoram Solomon, PhD, MBA, LLB

We build Trust
Innovation Culture Institute

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Select Testimonials

"As we are heads down with our daily work, its easy to lose track of innovation and the creative spirit. While many think it's like lightning and uncontrollable, Yoram and his research show otherwise. Yoram came in and engaged our multi-site teams both with science and humor and gave the organization a basis for which to invoke creativity as opposed to waiting for it to possibly arrive. The team truly enjoyed the session as well as left with a set of tools to help in future innovation."

- Director, Big Data Platform Development, AT&T

"Yoram's workshop helped us think outside the box. I would recommend the workshop to stimulate the thinking how to create an environment which fosters innovation."

- Sr. Director, Strategy, Qorvo

"We walked in to the workshop with unknown expectations and left enlightened with a clear Strategic Intent and set of rules. Dr. Solomon created an environment that allowed us to be open and truthful with ourselves allowing us to understand where we were and where we wanted to be. He helped guide us through the process that allowed us to discover and develop our real strategic intent as well as the rules that we needed to achieve it."

- Sr. Manager, Product/Process Engineering, DRS

"I've seen first-hand how Yoram can transform organizations so they are able to predict technology trends, unleash their creativity, and successfully launch new products based on these insights. He is an absolute master at blending real-world experiences with unique perspectives making him the ideal change catalyst for any group."

- Training Manager, Texas Instruments

"Dr. Yoram Solomon is a gifted thinker and motivator in innovation, strategy, and pushing teams outside the box to drive best ideas. His direct experience and success in the semiconductor and other fast changing industries is a valuable asset to leverage by any company looking to drive innovation. He has the ability to relate to businesses across many fields. I highly recommend Yoram."

- General Manager, Transport Business Unit, Qorvo

"He has a superb command of all major schools of thought on strategic management. He has demonstrated exceptional abilities to lead strategy development and facilitate team activities. He is also a true outside-the-box thinker."

- Executive Director, Product Marketing, Kodiak Networks

"Yoram is a terrific facilitator. When the company began re-looking at its diversification strategy, Yoram was instrumental in setting the agenda for the discussion, hunting down relevant research information for the team to study beforehand, and facilitating the entire session. Through his efforts, the company's diversification strategy took shape, and I am not certain we could have done it without him!"

- Chief Executive Officer and Chairman, Interphase Corp.

"Yoram Solomon is an enthusiastic and inspiring communicator who has an enjoyable sense of humor which permeates throughout his presentation. He keeps the listener engaged at all times with his thought provoking activities, stories, and examples. Based on Yoram's presentation, the audience was motivated to immediately apply successful team building principals and knowledge gleaned within their areas of influence to make a greater impact."

- Chair, Community Nonprofit Excellence Workshops, Junior League of Collin County

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"Dr. Yoram Solomon is a brilliant public speaker, who is both engaging and informative. Dr. Solomon's inspirational nature and innovate thinking processes present a cutting edge to thinking in the fields of education and creativity. I would strongly recommend Yoram to be a speaker on a wide range of topics, because is width and depth of knowledge in the areas of inspired thinking and education."

- Executive Director, Bridge Builder Academy

"Yoram developed a clear concise strategic vision for our wireless development. He was between 2 to 5 years ahead of the marketplace. Yoram has a wonderfully strategic mind."

- Chief Financial Officer, PCTEL

Preparing the workshop was easy, it was like they knew exactly what we needed. I am impressed with the level of knowledge, commitment, and incredible easy way to communicate. Yoram helped us see ourselves from a different point of view, analyze the opportunities, and use our creativity to help us to move to the next level.

- Performance Manager, The Dannon Company

Select Clients and Speaking Engagements

Association for Strategic Planning
AT&T
Collin College
Collin County Association of Realtors
Conference Direct
DRS
Financial Executives International
Hadassah
IEEE
Interphase
Israel Bonds
Israel Dallas Center
Junior League of Collin County
Murphy Chamber of Commerce
Northrop-Grumman
Plano ISD
Plano Youth Leadership
Qorvo
Rotary
Southern Methodist University
TEDxOakLawn
Telugu Society
Texas Instruments
Texas-Israel Chamber of Commerce
The Dannon Company
The L-Group
University of Texas at Dallas
US Air Force Civil Air Patrol
VCE
Walmart Canada

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Innovation

Building and Leading a Culture of Innovation

Overview

Changing the culture of creativity and innovation in your company is a complex and scary matter. This workshop makes things simpler. It will forever change how you think about innovation in your company. You will learn that building a culture of innovation requires no financial investment and, in fact, reduces costs. Prior Fortune 500 participants described it as "transformational." There is no preparation or further commitment required beyond a one-day workshop. The workshop is made of lectures, interaction, creativity exercises, and discussion.

Who is it for?

Leaders (at all levels) within large to medium size companies who want to increase the level of innovation in the organizations they lead.

Format

8-hour workshop made of presentations and interactive exercises.

Outline

Introduction to Innovation

- Innovation & Profitability **[1A1]**
- Innovation & Creativity **[1A2]**
- Innovation & Motivation **[1A3]**
- Measuring innovation **[1A4]**

Corporate Climate

- Factors affecting creativity **[1B1]**
- Hiring creative people **[1B2]**
- Skunkworks **[1B3]**

Team Dynamics

- Team Diversity **[1C1]**
- Constructive Conflict **[1C2]**
- The Formula for Building Trust **[1C3]**
- The Creative Team Leader **[1C4]**

The 5i model

- Introspection **[1D1]**
- Intervention **[1D2]**
- Ideation **[1D3]**
- Implementation **[1D4]**

From Innovation Funnel to Boundary Agreement

- 3,000 Ideas, One Market Success **[1E1]**
- False Positives, False Negatives **[1E2]**
- The Boundary Agreement **[1E3]**

Bonus: Why do you get your best ideas in the shower? **[1F1]**

Location

This workshop can be conducted at your facilities, or an off-site location.

Price

Contact us for pricing at info@largescalecreativity.com

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Organizational Development

TrustActions™—The Science of Trustworthiness

Overview

Trust is the foundation of effective, productive, and creative teamwork, leadership, and followership. But trust is not something you can force through policy. This workshop, based on the TrustActions™ framework and model, is based on a mathematical, science-based formula that includes structural, static elements as well as transactional, dynamic elements. There is no preparation or further commitment required beyond a one-day workshop. The workshop is made of lectures, interaction, creativity exercises, and discussion.

Who is it for?

Leaders, followers, and team members who would like to increase their own trustworthiness, as well as the trust level in their teams and organizations.

Format

8-hour workshop made of presentations and interactive exercises.

Outline

Why is trust important?

- In teamwork **[7A1]**
- In leadership & followership **[7A2]**
- In sales **[7A3]**
- In services **[7A4]**
- In government **[7A5]**
- In relationships **[7A6]**

Trust Climate

- Autonomy / Bureaucracy **[7B1]**
- Constructive Conflict **[7B2]**

Trust Behaviors

- Shielding / Risk-taking **[7C1]**
- Vulnerability, Directness, Receptivity **[7C2]**

TrustActions™

- Competence **[7D1]**
- Shared Values **[7D2]**
- Symmetry **[7D3]**
- Time **[7D4]**
- Intensity **[7D5]**
- Critical Positivity **[7D6]**

Measuring Trust

- Math and Greek **[7E1]**
- TrusTracker™ **[7E2]**
- Trust Matrix **[7E3]**

Bonus: 18+1 Tips to becoming trustworthy **[7F1]**

Location

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Price

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Strategy

Developing Actionable Strategy

Overview

Developing and executing a strategy is not as hard as you might think, once you understand the process. This workshop uses the analogy of a navigation system to the process of developing and executing a strategy. Based on this process, strategies were developed for organizations in one day, occupied a single page, were easy to execute, and cause organizational transformations. There is no preparation or further commitment required beyond a one-day workshop. The workshop is made of lectures, interaction, exercises, and discussion.

Who is it for?

Leaders (at all levels) in different size companies who want to develop simple, focused strategies to transform the performance of the organizations they lead.

Format

8-hour workshop made of presentations and interactive exercises.

Outline

What is strategy?

- Strategy, defined **[2A1]**
- Strategy as GPS **[2A2]**

Where are you now?

- Asset & Capital Inventory **[2B1]**
- Your Market & Position **[2B2]**
- Likes & Dislikes **[2B3]**

Where do you want to be?

- Strategic Intent **[2C1]**
-

Boundaries

- Resources **[2D1]**
- Values **[2D2]**
- Corporate Development **[2D3]**

Strategy as Simple Rules

- 5 Types of Rules **[2E1]**
- How to Develop Rules **[2E2]**

Execution and Detours

- Buy In **[2F1]**
- Levels of Strategy **[2F2]**
- Following the Rules **[2F3]**

Bonus: Make vs. Buy **[2G1]**

Location

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Price

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Innovation

Blueprints for the Next Big Thing

Overview

Often organizations reach a plateau where they need new ideas. This would typically be the organization's inflection point. What worked until now will not work in the future. The purpose of this workshop it to teach methodologies to find the next big thing for your organization, whether it's a new product, service, process, or business model. Six techniques will be used depending on several factors. There is no preparation or further commitment required beyond a one-day workshop. The workshop is made of lectures, interaction, creativity exercises, and discussion.

Who is it for?

Leaders within different-size companies or business units who want to find the next big thing for the organizations they lead, and grow to the next level.

Format

8-hour workshop made of presentations and interactive exercises.

Outline

Overview of ideation **[3A1]**

Technology & Industry Forecasting

- Megatrends **[3B1]**
- Predictability of Technology **[3B2]**
- Quantitative vs. Qualitative Forecasting **[3B3]**
- Technology-Based Market Disruption **[3B4]**

Simulations

- Scenario Planning [3C1]
- War Games [3C2]
- Game Theory [3C3]

Design thinking and Lean Startup

- 5 elements of Design Thinking **[3D1]**
- Lean Startup **[3D2]**

TRIZ

- History of TRIZ **[3E1]**
- Generalize the contradiction **[3E2]**
- Contradiction table **[3E3]**
- Customize the solution **[3E4]**

IDEA **[3F1]**

Bonus: Creative Problem Solving and Brainstorming **[3G1]**

Location

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Price

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Entrepreneurship / Intrapreneurship

Business Plans through Investors' Eyes

Overview

This workshop starts with identifying the uniqueness of your new business venture. It takes you through a detailed process of identifying the target market and the value they see in your offering. It will further address ways to establish and maintain a competitive advantage, and calculate the return on investment to the customer, the company, and investors (if applicable). There is no preparation or further commitment required beyond a one-day workshop. The workshop is made of lectures, interaction, creativity exercises, and discussion.

Who is it for?

Entrepreneurs and intrapreneurs in different size companies who want to evaluate new business ideas (products, services, processes, and business models) in the organizations they lead.

Format

8-hour workshop made of presentations and interactive exercises.

Outline

Something completely different

- How different should it be? **[4A1]**
- Vector of Differentiation **[4A2]**

So What, Who Cares?

- Big Fish in a Small Pond **[4B1]**
- Market Segmentation **[4B2]**
- Market Research **[4B3]**

Competitive Advantage

- Trade Secrets & Patents **[4C1]**
- First Mover Advantage **[4C2]**
- Man-years **[4C3]**
- Exclusive Access to Resources **[4C4]**

Return on Investment

- Customer ROI **[4D1]**
- Company ROI **[4D2]**
- Investor ROI **[4D3]**

The Business Plan

- The most important part--Assumptions **[4E1]**
- Finances **[4E2]**
- Presentation **[4E3]**
- Document **[4E4]**

Presenting the business plan

- Do your homework **[4F1]**
- Put yourself in their shoes **[4F2]**
- Demonstration & Analogies **[4F3]**

Bonus: Preparing for Due Diligence **[4G1]**

Location

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Price

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Entrepreneurship / Small Business

Unique Opportunities for Small Business

Overview

The nature of small business has changed. Technology offers opportunities to turn your small business into a global success. In this workshop we will discuss the nature of the new small business, using a few amazing case studies. We will focus on your unique assets (capabilities, knowledge, experience, etc.), and using techniques such as *Design Thinking* and Lean Startup focus your business on real problems. Finally, we will discuss market size, competitive advantage, business plans, and pricing, marketing, and sales tools available to the new small business.

Who is it for?

Entrepreneurs and intrapreneurs in different size companies who want to evaluate new business ideas (products, services, processes, and business models) in the organizations they lead.

Format

8-hour workshop made of presentations, exercises, and Q&A.

Outline

The New Small Business

- Challenges for the "old" small business **[5A1]**
- Everything desktop **[5A2]**
- Global Logistics **[5A3]**
- Sub-contracting **[5A4]**

Case Studies, the New Small Business

- LNK **[5B1]**
- Callie Graphics **[5B2]**
- ZipLevel **[5B3]**

Asset Inventory

- Capabilities **[5C1]**
- Knowledge, Experience **[5C2]**
- Tools, equipment **[5C3]**

Solve Real Problems

- Design Thinking **[3D1]**
- Lean Startup **[3D2]**
- So What, Who Cares? **[5D3]**
- Customer ROI **[4D1]**

Is the Market Small Enough?

- Finding the market size **[5E1]**
- Why you shouldn't fear large companies **[5E2]**
- Developing competitive advantage **[5E3]**

The Business Plan

- Why should you prepare a business plan **[5F1]**
- Cash-flow analysis **[5F2]**

Marketing and Sales

- Pricing **[5G1]**
- Advertising? **[5G2]**
- Shipping & Logistics **[5G3]**

Bonus: Make vs. Buy **[2G1]**

Location

This workshop must be delivered in an off-site location.

Price

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Entrepreneurship / Book Publishing / DIY

Publishing Print, Electronic, and Audio Books Yourself

Overview

Ever thought about writing a book? Can't find a publisher? How much will it cost you? In this workshop published author Dr. Yoram Solomon will share his experience publishing 7 books, 3 of which in second edition, 4 of which available as eBooks too, 1 as an audio book, and 1 in Japanese... He will show you how to do everything at almost no cost, maintaining full creative freedom, and producing a book that looks, feels, and sounds exactly the way you want it to. He will share tricks of the trade, and teach process flows for print, electronic, and audio book publishing.

Who is it for?

Aspiring authors about to write their first book, authors who already wrote their first book and wish to publish it, and even multiple-time authors with already published books.

Format

8-hour workshop made of presentations, demonstrations, and Q&A.

Outline

Writing

- Why are you writing? **[6A1]**
- Writing, start to finish **[6A2]**

Publishers and Self-Publishing

- Traditional vs. Self-Publishing? **[6B1]**
- Print, electronic, audio, what else? **[6B2]**
- CreateSpace, KDP, ACX **[6B3]**

Print Book

- ISBN, LCCN **[6C1]**

Tools of the Trade

- Word, Docs **[6D1]**
- Stock Images **[6D2]**
- Adobe Creative Cloud **[6D3]**

Formatting

- Fonts, Margins, Footnotes, Index, Tables, **[6E1]**
- Cover **[6E3]**

Cost, Pricing, and Marketing

- The right price **[6F1]**
- Marketing **[6F2]**
- Bestsellers **[6F3]**

eBook

- Formatting **[6G1]**

Audio Book

- Setup and Equipment **[6H1]**
- Narrating **[6H2]**
- Editing **[6H3]**
- Mastering **[6H4]**
- Publishing **[6H5]**

Location

This workshop must be delivered in an off-site location.

Price

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32-hour Innovation & Strategy Program

Innovation & Strategy Training Program

Overview

The training program is a 32-hour either monthly program (half- or full-day) or a one-week intensive program that will train you with the skills required to build a culture of innovation in your company or business unit, find the next big thing for it, create a business plan in a pragmatic way, and develop a simple, actionable strategy to execute it. The training program focuses on acquiring new skills, simplifying the innovation and strategy development processes, and allowing you to return to your company/business unit and lead it into a successful future. It includes all other four workshops in one, with all the interdependencies between them.

Who is it for?

Leaders within different-size companies or business units who need to acquire the skills required for a company or business unit turnaround.

Format

32-hour workshop made of presentations and interactive exercises, and team building exercises. Can be delivered in the following formats:

- 8 monthly half-days;
- 4 monthly full-days; or—
- One full week (Mid-Monday to Mid-Friday)

Outline

Building and Leading a Culture of Innovation

- Introduction to Innovation
- Corporate Climate
- Team Dynamics
- The 5i model
- From Innovation Funnel to Boundary Agreement
- ***Bonus: Why do you get your best ideas in the shower?***

Blueprints for the Next Big Thing

- Overview of ideation
- Technology & Industry Forecasting
- Scenario Planning & War Games
- Design thinking and Lean Startup
- TRIZ
- IDEA
- ***Bonus: Creative Problem Solving and Brainstorming***

Business Planning

- Something completely different
- So What, Who Cares?
- Competitive Advantage
- Return on Investment
- The Business Plan
- Presenting the business plan
- ***Bonus: Preparing for Due Diligence***

Developing Actionable Strategy

- What is strategy?
- Where are you now?
- Where do you want to be?
- Boundaries
- Strategy as Simple Rules
- Execution and Detours
- ***Bonus: Make vs. Buy***

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Location

This workshop can be conducted at your facilities, or an off-site location. Given the intense nature of this program, an off-site location that requires accommodations is highly recommended.

Price

Contact us for pricing at info@largescalecreativity.com

Custom Workshops

We can offer customized workshops based on the desired focus, attendees, length of time, and desired outcome. These workshops will be made of specific items from the complete workshops above (using their **3-character codes**), and can vary from a one-hour breakout session, through half- and full-day workshops, to multi-day training program. Contact us to customize a workshop for you: info@largescalecreativity.com

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Individual Session List

1A1	Innovation & Profitability
1A2	Innovation & Creativity
1A3	Innovation & Motivation
1A4	Measuring Innovation
1B1	Factors affecting creativity
1B2	Hiring creative people
1B3	Skunkworks
1C1	Team diversity
1C2	Constructive conflict
1C3	The formula for building trust
1C4	The creative team leader
1D1	Introspection
1D2	Intervention
1D3	Ideation
1D4	Implementation
1E1	3,000 ideas, one market success
1E2	False positives, false negatives
1E3	The boundary agreement
1F1	Why do you get the best ideas in the shower?
2A1	Strategy, defined
2A2	Strategy as GPS
2B1	Asset & capital inventory
2B2	Your market & Position
2C1	Strategic intent
2D1	Resources
2D2	Values
2D3	Corporate development
2E1	5 types of strategy rules
2E2	How to develop rules
2F1	Buy in
2F2	Levels of strategy
2G1	Make vs. Buy
3A1	Overview of ideation
3B1	Megatrends
3B2	Predictability of Technology
3B3	Quantitative vs. Qualitative forecasting
3B4	Technology-based market disruption
3C1	Scenario Planning
3C2	War games
3C3	Game Theory
3D1	5 elements of Design Thinking
3D2	Lean Startup
3E1	History of TRIZ
3E2	Generalize and contradiction
3E3	Contradiction table
3E4	Customize the solution
3F1	IDEA
3G1	Creative Problem Solving and Brainstorming
4A1	How different should it be?
4A2	Vectors of differentiation
4B1	Big fish in a small pond
4B2	Market segmentation
4B3	Market research
4C1	Trade secrets & patents
4C2	First mover advantage
4C3	Man-years
4C4	Exclusive access to resources
4D1	Customer ROI
4D2	Company ROI
4D3	Investor ROI
4E1	The most important part—assumptions
4E2	The business plan financials
4E3	The business plan presentation
4E4	The business plan document
4F1	Presenting the plan—do your homework
4F2	Put yourself in their shoes
4F3	Demonstration & analogies
4G1	Preparing for due diligence
5A1	Challenges for the “old” small business
5A2	Everything desktop
5A3	Global logistics
5A4	Sub-contracting
5B1	Case study: LNK
5B2	Case study: Callie Graphics
5B3	Case study: ZipLevel
5C1	Capabilities
5C2	Knowledge, experience

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5C3 Tools, equipment
5D3 So what, who cares?
5E1 Finding the market size
5E2 Why you shouldn't fear large companies
5E3 Developing competitive advantage
5F1 Why you should prepare a business plan
5F2 Cash-flow analysis
5G1 Pricing
5G2 Advertising
5G3 Shipping & Logistics
6A1 Why are you writing?
6A2 Writing, start to finish
6B1 Traditional vs. self-publishing
6B2 Print, electronic, audio, what else?
6B3 CreateSpace, KDP, ACX
6C1 ISBN, LCCN
6D1 Word, docs
6D2 Stock images
6D3 Adobe Creative Cloud
6E1 Fonts, margins, footnotes, index, tables
6E3 Cover
6F1 The right price
6F2 Marketing
6F3 Bestsellers
6G1 formatting eBook
6H1 Audiobook—setup & equipment
6H2 Audiobook—narrating
6H3 Audiobook—editing
6H4 Audiobook—mastering
6H5 Audiobook—publishing
7A1 Trust in teamwork
7A2 Trust in leadership & followership
7A3 Trust in sales
7A4 Trust in services
7A5 Trust in government
7A6 Trust in relationships
7B1 Climate: Autonomy / Bureaucracy
7B2 Climate: Constructive Conflict
7C1 Behaviors: Shielding / Risk-taking
7C2 Vulnerability, directness, receptivity
7D1 TrustActions: Competence
7D2 TrustActions: Shared Values
7D3 TrustActions: Symmetry
7D4 TrustActions: Time
7D5 TrustActions: Intensity
7D6 TrustActions: Critical Positivity
7E1 Math & Greek
7E2 TrusTracker™
7E3 Trust Matrix
7F1 18+1 Tips to becoming trustworthy

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About the Developer / Instructor

Dr. Yoram Solomon is a passionate innovation & strategy thought leader. He published 8 books, 22 patents, and as one of the creators of the Wi-Fi and USB technologies he was dubbed by Texas Instruments "TI's Great Innovator". He was named one of the Top 40 Innovation Bloggers in 2015, 2016, and 2017, and was a columnist at **Inc.** Magazine, Innovation Excellence, Dallas Innovates, and more. He spent years studying why people are creative in startups more than in Fortune 500 companies, learning the cognitive processes that lead to generating creative ideas, and earned his PhD for that study. He also holds an MBA and LLB. Yoram was a professor of Technology and Industry Forecasting at the Institute for Innovation and Entrepreneurship, UT Dallas School of Management; is active in regional innovation and technology commercialization; and was one of the founding members of the North Texas Angel Network. Yoram was the host of the first **TEDxPlano** in 2014, and a speaker at **TEDxOakLawn** in 2018. He was elected in 2015 to the Plano Independent School District Board of Trustees. Yoram served in the IDF 35th Airborne Paratrooper brigade and as a USAF CAP pilot and Aerospace Education Officer. He is a professional member of the National Speakers Association, Texas Education Agency Registered School Board Training Provider, and a certified CEO PeerSpectives® facilitator.

Books by the Instructor

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