

# Building an Innovative Enterprise: An Introduction to Design Thinking

written by Lauri Moon | December 1, 2022

Why are some organizations able to innovate over and over again while others remain stagnant? The organizations that are able to consistently innovate, understand that creativity and innovation are not accidental - they are intentional. Design thinking is a human-centered creative process, which brings you to solutions of real, unmet needs in the world.



What to expect:

- Foundational principles of human-centered design.
- Some of the most popular tools of design thinkers.
- An overview of the process of Design Thinking - helping your team not just do creativity, but to be creative.

**Register**

**Host:**

Rick Terry, Business Advisor, Innovative Manufacturers' Center (IMC)

**Presenter:**

Mitch Marcello is the founder and director of Imago Innovation, a creativity and innovation firm. Driven by the belief that a complex world needs innovative solutions, Mitch is passionate about assisting leaders, teams, and organizations to understand and realize their creative potential. With a wide portfolio of innovation work, Mitch has assisted communities, colleges, architecture firms, law firms, and more to build workplaces where innovation occurs consistently. As an international

speaker, Mitch challenges audiences to merge both science and art while contemplating the area of innovation. He holds a BFA from Carnegie Mellon University, a Master of Science in Creativity and Innovation from Drexel University and is the recipient of the Fredricka K. Reisman award in Creativity and Innovation.

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## 3 Ways to Streamline Product Innovation

written by Lauri Moon | December 1, 2022

Product teams are under pressure to produce. But bringing new products to market is incredibly complex — and that was before Covid-19 caused unexpected disruption and dramatically shifted markets. Now more than ever, product teams need to operate with agility that helps them respond to sudden, dramatic market shifts and bring the most profitable products to market quickly.

To achieve this level of efficiency, product leaders and teams need to reimagine the way they operate to move at a faster pace at every development step from ideation to launch, iteratively roadmap and prioritize the most viable products, and bring those products to market the moment they're needed.

By adjusting a few things in the way your product teams operate, you'll be able to streamline your product development processes to help the business meet demand and remain competitive and viable in rapidly evolving markets—all without adding budget, time, or resources.

Join us as we outline three steps to streamlining product innovations to help you:

- identify the right opportunities
- align product roadmaps with company strategy
- simplify budgets and planning timelines
- standardize product workflows and lifecycles

- and automate reviews and approvals

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# **Learn How PLM Solutions Can Boost Innovation and Strengthen Engineering and R&D Teams**

written by Lauri Moon | December 1, 2022

To stay competitive, engineering and R&D teams need to find ways to bring exciting new products to market faster, with higher quality and less cost. To do so, manufacturing leaders seek to create environments where top engineering talent can thrive. So, what are leaders investing in to meet these challenges and create that environment?

In this webinar, we will reveal the key insights gained through research into the engineering and design teams at some of the world's most successful manufacturers around the world. Survey result insights to be discussed include:

- How innovation leaders can break down silos and encourage collaboration and innovation
- How advanced PLM solutions can help designers develop products for

success through intelligent decision-making

- How better product lifecycle management can improve development efficiency and reduce time-to-market
- The most desirable Product Lifecycle Management solution features and benefits leaders are looking for.

If you want to be better informed about what investments will make the biggest difference for your engineering and R&D teams, don't miss this virtual roundtable discussion with speakers:

- Keith Zobott, Global Vice President of Digital Products & Projects, SAP
- Brent Robertson, Co-Founder Fathom, Author of research study

A detailed report will follow this session summarizing our survey's results behind the findings.

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## Speakers



### **Keith Zobott, Global Vice President of Digital Products & Projects, SAP**

Keith Zobott's background includes over 30 years of experience with Product Lifecycle Management, parametric design, advanced analysis tools, product development technologies, and program management. Recent experience includes developing strategic plans for Enterprise Product Lifecycle Management (PLM) and other product development enabling technologies for multi-billion dollar global businesses.



## **Brent Robertson, Co-Founder Fathom**

Brent Robertson works with leaders to design futures worth fighting for. A partner at Fathom, he champions an approach to strategic planning, employee engagement, leadership succession and market differentiation that prioritizes people and relationships. As a result, his clients don't simply plan their futures, they bring them to life through the energy of organization-wide involvement in, and commitment to, generating valuable businesses that matter.

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# **Perfecting Inspection - How to Revolutionize Design & Manufacturing Processes with**

# GD&T

written by Lauri Moon | December 1, 2022

If implemented as part of a lean, accurate and efficient process, Geometric Dimensioning and Tolerancing (GD&T) can be a powerful tool to save time and eliminate costly errors in your design and manufacturing operations. To be effective, though, GD&T must be evaluated the RIGHT WAY for your specific industry and application.

Join our industry experts as we dive into the benefits and challenges of implementing best practices in GD&T and other metrology processes. Starting with a crash course in the basics of interpreting tolerances, we then dig deeper and show you how to avoid common pitfalls of GD&T evaluation shortcuts.

We will also demonstrate how the latest software and hardware work together to revolutionize the execution and implementation of GD&T strategies, while driving clarity and QA improvement throughout the entire development and manufacturing process.



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# Williamsport Inventor's Club - Using IDEATION to Create & Build Upon New Product Ideas

written by admin | December 1, 2022

The Williamsport Inventor's Club will be hosting Paul Moulton, Owner/President of Indoor Sky at its August meeting. During this session Paul will be sharing "Using Ideation to Create and Build Upon New Product Ideas".



When it comes to new product ideas, "blue sky thinking" (starting from nothing) is almost impossible! Most new products are a result of an external influence; perhaps a trend, an invention of a new material or very often the result of a problem or obstacle. Having identified the opportunity for a breakthrough new product, one must go beyond one's own intellect and solicit input from lots of other loonies! This presentation will illustrate one way to do that.

Paul is the founder of Indoor Sky and previously worked with C/S where he was responsible for technical sales support for the UK architectural community before managing the small but fast growing UK operation. Paul relocated to the US in 1987 and started the Technical Products Group for "non standard" business development, particularly in seismic joint technology ultimately leading to his role as Sr VP of Marketing and R&D. Specialties included strategic market development, new product development, research & development and product based strategic

planning.

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The Williamsport Inventor's Club is designed to educate, foster collaboration and networking and give attendees the tools, resources and knowledge they need to move their inventions forward.

The Innovative Manufacturers' Center (IMC) is host to the Williamsport/Lycoming Keystone Innovation Zone (KIZ), which has provided program support to the Williamsport Inventor's Club since its founding in 2007. Meetings take place on the 4th Wednesday of most months and are open to the public.

Attendance is free and open to the public; however, your RSVP is required.

New attendees are asked to arrive by 5:15 p.m. to sign a confidentiality agreement prior to the start of the meeting to protect the inventors and information exchanged.

**Register**

**By clicking above, the registrant understands that the information shared at the meeting is the opinion of the speaker or individual attendee and is for informational purposes only and should not be considered legal advice.**