



**GSI** | Global  
Strategic  
Innovation

Executive Program in Silicon Valley

Immersion Program in Silicon  
Valley and San Francisco for  
**International Executives 2019**

[www.globalstrategicinnovation.com](http://www.globalstrategicinnovation.com)

**PROGRAM  
PRESENTATION**

**9th EDITION**  
20th – 24th May 2019

A journey of  
**Leadership, Innovation  
Transformation, Network  
& Growth**

**LEADERSHIP**  
BUSINESS CONSULTING

# AN IMMERSION PROGRAM IN **SILICON VALLEY** FOR EXECUTIVES & ENTREPRENEURS

**20th – 24th May 2019**

## Premium Program

A 5 day intensive program of immersion into the Silicon Valley ecosystem, culture, incubators, experts, visionaries, leading companies, plus networking sessions and sessions of capability enhancement for executives.

The program allows customization according to the profile of the participants.

The number of participants is limited.

## 4 Base Components

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### Enhancement of Strategic Innovation Capabilities

Interactive sessions with Leadership Business Consulting (LBC), experts, entrepreneurs and a professor from Stanford University



### Benchmark Business Challenges with Champions

Interactive visits to leading companies such as Google, Cisco, Salesforce, Square, Jabil, Flex, LinkedIn, amongst others



### Explore Business Acceleration Opportunities & Models

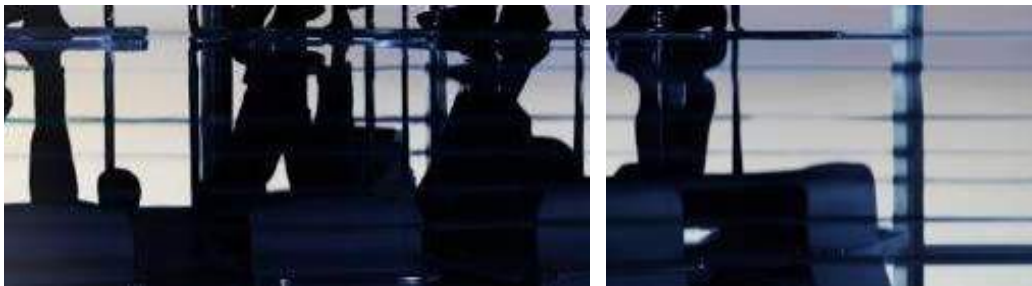
Visits to incubators and encounters with start-ups, venture capitalists and business angels



### Grow Your Network Power

Networking sessions with entrepreneurs, investors, experts and local business people, plus the network among participants





# OBJECTIVES

**Understand the ecosystem** and interpret the innovative and entrepreneurial culture of Silicon Valley

**Gain insight into disruptive technology** trends and their impacts on business and society

**Know how to build entrepreneurial ecosystems** and how to use innovation frameworks and tools, and benchmark against best practices

**Question** the strategic innovation challenges of your organization

**Grow your networking power** through contacts with experts, entrepreneurs, businesspeople, potential clients, suppliers and partners, plus the other participants

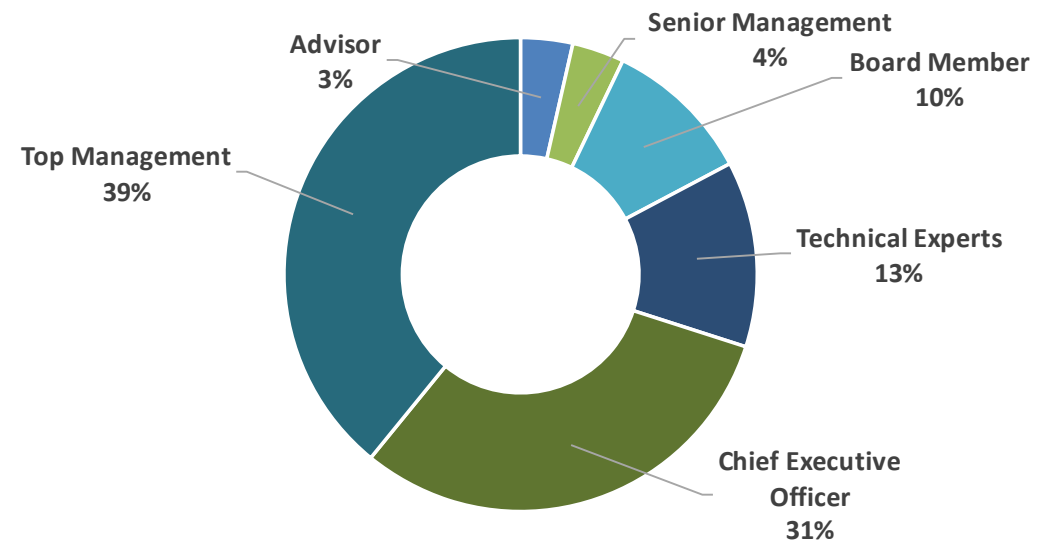
**Identify potential partnerships** and business opportunities with the emerging start-ups in Silicon Valley

*Optional:* Present your pitch at an incubator in Silicon Valley

# WHO SHOULD ATTEND

- ▶ Executives from medium and large companies, namely: CEOs, CIOs, Board Members, Managers for Innovation, Human Resources and responsible for transformation and digitalization challenges
- ▶ Executives from public entities dealing with innovation, entrepreneurship, eGovernment and economic and social innovation
- ▶ Start-up CEOs and entrepreneurs

**Participants From Previous Editions**



# STRUCTURE OF THE PROGRAM



**08h00-09h30**  
**Enhancement  
of strategic  
innovation  
capabilities**

These sessions will be given by Leadership Business Consulting (LBC), setting a coherent framework to the program. External experts are invited. A handbook will be given to all. The sessions will be interactive and participants are stimulated to discuss real world challenges. Attendants will be required to define a challenge they face, in the first session on Monday, and to provide an actionable solution at the final session on Friday. All participants will provide feedback to each others' challenges.

*Create a culture of innovation*

*Framework to accelerate innovation processes*

*Incorporate new technologies into your business*

*Create new value through design thinking, prototyping and other tools*

*Challenge the status quo and lead innovation efforts*

*Handbook – sessions with LBC – invited speakers – Stanford professor – identify your business challenges*

**LEADERSHIP**  
BUSINESS CONSULTING

**Stanford**  
University



# ... STRUCTURE OF THE PROGRAM ...



**10h00-15h30**  
**Benchmark  
business  
challenges with  
champions**

These will comprise sessions with specialists or visits to reference companies. Except in the case of Google, these visits will have direct interaction with these companies' responsible, whom will share best practices and lessons learnt. In some cases, the participants will break into 2 groups, visiting some of the companies in the program. This part of the program will have changes until the starting date according to the interests of the participants enrolled.

*Insight into the disruptive technologies that are challenging business models and creating new business opportunities*

*Introduction to the players that are leading the technological innovation and shaping the future of the industries an society*

*Exposure to best practices and their transformation leaders*

*Visits and interactive sessions with leading companies*



# ... STRUCTURE OF THE PROGRAM ...



## **16h00-17h00** **Explore business acceleration, opportunities and models**

These will comprise guided visits to reputed incubators and accelerators, interaction with resident start-ups, pitching by the participants (if so prepared before departing to Silicon Valley).

Participants can also indicate, before departure, if they want to assist pitches by resident start-ups.

*How the start-up ecosystem works – how to build an inhouse venture program and open innovation*

*The relevance of start ups in the new economy and to your business*

*How can I use the existing incubators and their programs*

*Meet start-ups that are exploring new technologies – artificial intelligence, augmented reality, internet of things, blockchain, plus cloud and mobile advance solutions, among others*



# ... STRUCTURE OF THE PROGRAM



**17h00-18h00**  
**Grow your networking power**



These will comprise networking sessions with target audiences, mostly entrepreneurs from the Valley, but also international entrepreneurs. In each case, we will have a CEO of a start-up of reference who will interact with the audience in an informal way, in a Q&A model. One week before departure the participants will be informed about who will be present.

*Get-togethers and cocktails with invited entrepreneurs, mostly at the visited incubators*

*Q&A with invited entrepreneurs*

*Visit to Autodesk Gallery and cocktail*

*Network session among the participants*





# CAPABILITY ENHANCEMENT

Early morning sessions dedicated to present a framework for innovation development in organizations, to analyse best practices, to discuss participant’s strategic innovation challenges and to test value creation tools.



**Monday, 20**

## **Create a winning innovation culture**

What is distinctive of the Silicon Valley culture  
How to promote a culture of innovation in your organization



**Tuesday, 21**

## **Accelerate innovation**

The barriers to innovation  
Open Innovation  
A framework for managing innovation  
Case studies



**Wednesday, 22**

## **Incorporate new technologies**

The impact of disruptive technologies in the business world (1)  
How to digitalize your organization



**Thursday, 23**

## **Create new value**

Design thinking exercise  
Prototyping exercise



**Friday, 24**






## **Innovative leadership**

Leadership principles – general & Silicon Valley  
Innovation teams  
Making it happen

(1) Internet of Things, Artificial Intelligence, Cloud, Analytics & Big Data, Blockchain



# 2018 PROGRAM INCLUDED:

| Program   | Monday, 9th   | Tuesday, 10th   | Wednesday, 11th   | Thursday, 12th  | Friday, 13th                |
|---|---|---|---|---|-----------------------------|
| <b>Strategic Innovation Enhancement Sessions</b><br>08h00 - 09h15 | Create a winning culture  | Accelerate innovation   | Incorporate new technologies into business  | Create new value  | Become an innovative leader |
| <b>Interaction with Champions</b><br>09h30 - 15h30                |   |    |   |  Session with Jon Littman                  | Free program                |
| <b>Business Acceleration and Opportunities</b><br>16h00 - 17h00   |    |   |    |    | Free program                |
| <b>Exponential Networking</b><br>17h00 - 18h00                    | Cocktail with American and international start-ups  | Get together with international entrepreneurs: South African, Portuguese and European   | Get together with program participants and Talk Desk<br>                           | Innovation cocktail in San Francisco<br> | Group dinner or flight back |

Please note that this is an indicative program and that there may be changes to it, depending on the profile of the participants and on the availability of the welcoming entities.

# FREE TIME

## Friday – 24th May



*Explore  
the world  
of science, art  
and human  
perception*



**Note:** *These are suggestions. The choice of activities as well as the associated costs are of the responsibility of the participants.*

## SPEAKERS WHO PARTICIPATED IN THE PROGRAM IN THE PREVIOUS EDITIONS



**Burton Lee**  
Senior Expert, Lecturer  
**Stanford University**



**Mauricio Silva**  
GM - Brazil  
**Salesforce**



**Dimitry Gorinevsky**  
Consulting Professor  
**Stanford University**

+100  
Speakers



**Saeed Amidi**  
CEO  
**Plug & Play Tech C.**



**Vítor Rodrigues**  
Software Engineer  
**Google**



**Irene Li**  
CEO & President  
**Accellent Tech.**



**Paolo Cerruti**  
VP Supply Chain  
**Tesla Motors**



**Marc Schar**  
Senior Researcher  
**Design Education Lab**



**Simon Hawksworth**  
Senior Director BD  
**Nypro Healthcare**



**Mark Davis**  
Senior Director  
**Autodesk**



**Maria João Cardoso**  
Consul General  
in San Francisco



**Susan Feland**  
Program Innovation  
**Stanford University**



**Shahid Khan**  
Design Thinking  
Driven Innovation



**Hugh Molotsi**  
Innovator, Advisor,  
Investor



**Cordel Brown**  
BD Manager  
**Flextronics**

## Resident Faculty



### **Torben Rankine**

Country Manager  
Leadership Business  
Consulting  
+10 years of support in  
SV to international start-  
ups and executives



### **Carlos Oliveira**

Managing Partner  
Leadership Business  
Consulting  
Co-author of the  
Book "Executive  
Coaching",  
20 Yrs Experience in  
Executive Training



### **Alberto Savoia**

Former Director of the  
Engineering Department  
at Google, entrepreneur,  
Author of the book  
"Prototype IT".  
Developed the  
Prototyping concept in  
Google.



### **Jonathan Littman**

#### **Founder of Snowball Narratives**

Co-author of the book  
"Ten Faces of  
Innovation", on design  
thinking, in partnership  
with IDEO

Writer specialized in  
knowledge, media and  
innovation

# IN PAST EDITIONS, PARTICIPANTS CAME FROM THESE ORGANIZATIONS, AMONG OTHERS



# SOME OF THE ENTITIES WHO WELCOMED OUR PARTICIPANTS IN THE PAST

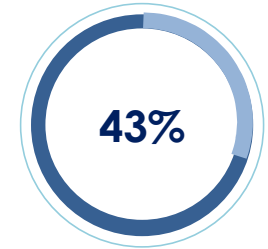


# GSI IN NUMBERS

PREVIOUS EDITIONS



Satisfaction



Exceeded  
Expectations



**+395**  
**Participants**

**+200**  
**Companies**

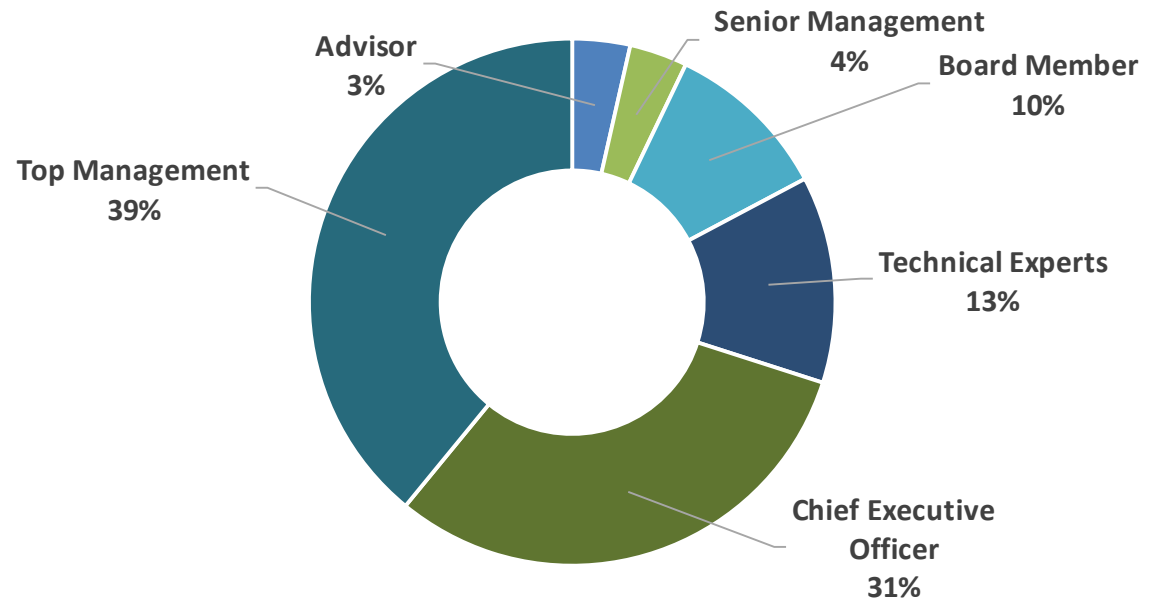
**+100**  
**Speakers**

**+8**  
**Countries**

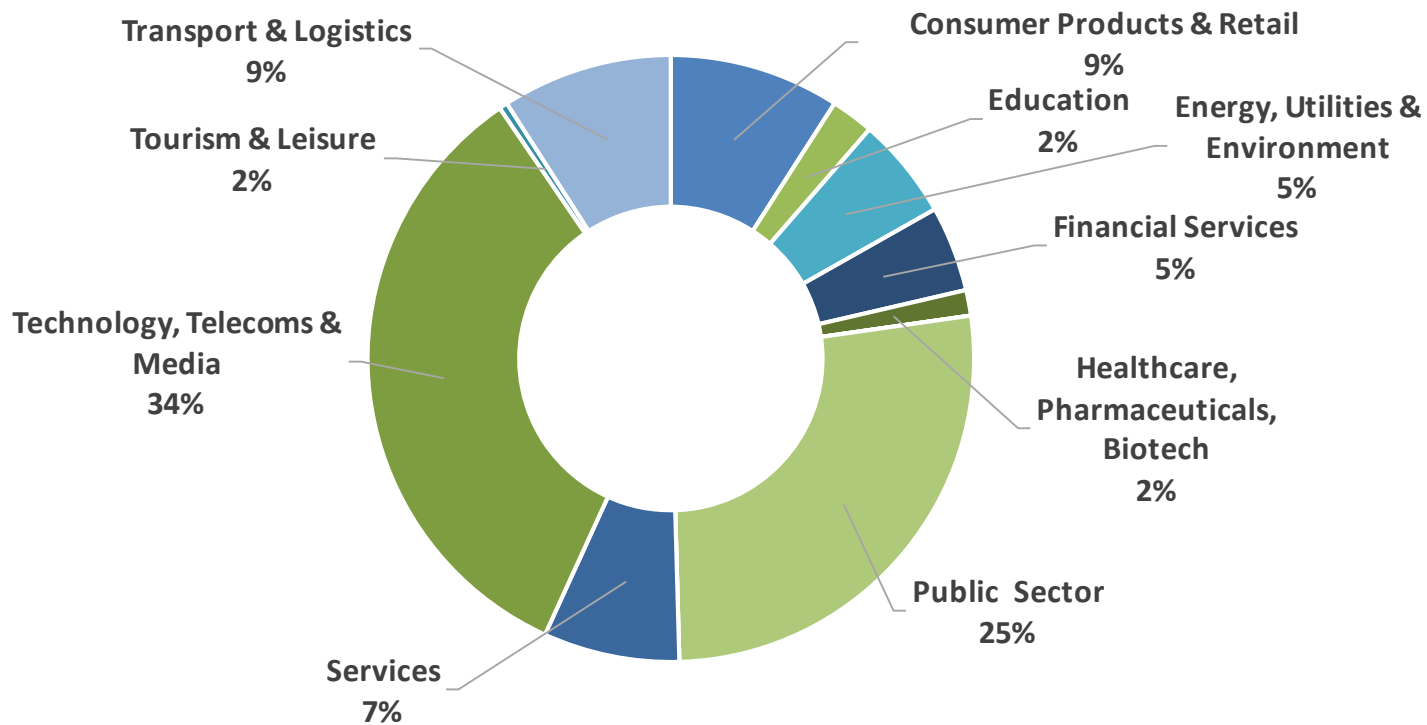
# PROFILE OF PARTICIPANTS



## MANAGEMENT ROLE



## INDUSTRY





# COST

|                              |         |
|------------------------------|---------|
| Early Bird (until Feb, 8):   | 3.500 € |
| Regular Price:               | 4.400 € |
| 2 <sub>nd</sub> Participant: | 3.500 € |

## **Includes:**

- Strategic innovation enhancement sessions
- Visits and interactive sessions with Bay Area champions
- Stanford University session
- Top experts and networking sessions
- Lunches and closing dinner
- Local transportation

## **Does not include:**

- Flight tickets
- Airport transportation (to and from the hotel)
- Accommodation (organization team can help with hotel reservations)

# HOW TO REGISTER

To register in the GSI – International Executive Program, all interested parties should fill in the register form and send it to:

**[vera.oliveira@leadership-bc.com](mailto:vera.oliveira@leadership-bc.com)**

All interested parties can also contact Leadership Business Consulting: **Lisbon:** + 351 21 358 10 60 (Vera Oliveira)

**San Francisco:** + 1 415 816 2679 (Torben Rankine)

[info@globalstrategicinnovation.com](mailto:info@globalstrategicinnovation.com)



**Register  
Now!**

# ABOUT LEADERSHIP BUSINESS CONSULTING

12

Countries

950+

Projects

+70

Start-ups  
supported  
in SV

High Rates in  
Customer  
Satisfaction



Visible Long  
Lasting Impact

Competence  
Center  
with more than  
15 years of  
experience

Thought  
Leaders

Best Place  
to Work



**LEADERSHIP**  
BUSINESS CONSULTING

INNOVATIVE  
TRANSFORMATION  
DELIVERED



A different look   Change the world   Be the change



# A JOURNEY OF LEADERSHIP, INNOVATION, TRANSFORMATION, NETWORK AND GROWTH

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