

Welcome to future-proofing your business, the fundamentals of innovation. Brought to you by the technical assistance program at Pacific Gas and Electric. My name is Karen Maples, founder and chief catalyst of Future Forward with the mission to accelerate the number of diverse suppliers who are at the cutting edge of emerging and advanced technologies. I am also the president of Myutiq, an innovation strategy firm based in Arlington, Virginia. I will be your instructor for this course.

Future-proofing is about anticipating the future and using the core principles of innovation to capitalize on new market opportunities while minimizing potential threats from disruptive forces. The acceleration of innovation is changing how all companies operate.

From renewable energy to smart grid, to the internet of things, advanced robotics and drones. Business leaders recognize that advanced technologies are essential to competitive success. These technologies will be business killers, as well as business enablers

and next-generation growth engines. This means that future-proofing your company is more important than ever.

For over 25 years, I have been helping companies build innovation capacity for long-term viability and growth. In this time, I've worked with companies large and small and have worked on significant innovations with fortune 50 companies in the application of internet technologies, the creation of customer-centric, self-service delivery systems, and the launch of the first-to-market video-on-demand services. Through this work, I've identified best practices and innovation, which I've adapted into road-tested, proven methods and practices for small and mid-sized companies.

In this course, I'll share my experiences and real-world examples of how companies like yours have used innovation to grow and transform their companies. You will learn how to build your capacity to innovate with the five fundamentals of innovation. We will examine a proven framework to generate ideas and map new innovation

opportunities on a spectrum to gain more impact from your ideas.

We'll apply tools for strategic thinking to see around corners and capture value from disruption. We'll also use innovation fundamentals to help you identify the emerging technologies that are most relevant to your company and industry.

You will leave with a set of tools, resources, and steps you can apply in your company to start innovating right away. This course includes a workbook with worksheets, templates, checklists, and reference guides that you can use throughout the course. And when you return to the office. In addition to the training, you will have access to additional resources and suggested reading. Welcome, and let's get started.