

Global Executive Track – PhD

presents

Innovation through co-creation: A workshop for the auto industry

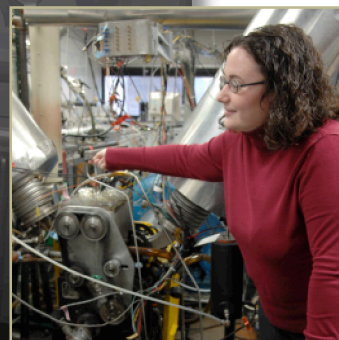
9 a.m. to 4:30 p.m.
Friday May 16, 2008

Manufacturing and
Engineering Building
Wayne State University
4815 Fourth St.
Detroit, MI 48202

Hosted by the
Industrial and Manufacturing
Engineering Department
Wayne State University
College of Engineering

WAYNE STATE
UNIVERSITY

<http://www.ime.wayne.edu/execphd-sonicrim.php>



Does your company have the innovation process in place to succeed in our challenging global business environment? Co-creation is state-of-the-art in corporate improvement. It is the competitive edge!

Take advantage of this unique opportunity to interface with one of the leaders in corporate ideation. SonicRim Ltd. will lead this workshop at Wayne State University, along with Johnson Controls, to demonstrate the power of co-creation.

What is Co-Creation?

Co-creation in design and innovation is the process of engaging the creativity of multiple stakeholders in a Concept Making process. Co-creation uses the tools and methods of ideation and communication to collectively gather insights, translate insights into ideas, articulate value propositions and visualize concepts.

Why should you attend this workshop?

SonicRim's co-creation process has helped some of the most successful companies institutionalize innovation into their corporate culture. Learn how to accomplish this for your company. Participants will also be able to discuss the implications of this approach with experts from SonicRim, Johnson Controls, IDSA, and Wayne State University.

Who Should Attend?

Corporate executives who want to make sure their company is ready to innovate and thrive in today's dramatic and rapidly changing business context - corporate executives, business unit managers, technical leaders, manufacturing leaders, sales & marketing executives, corporate training experts, product team leaders.

More workshop information at:

<http://www.ime.wayne.edu/execphd-sonicrim.php>

To register, contact:

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The Global Executive Track PhD in Industrial Engineering is a new, cohort-based program in which working executives become our learning partners as we integrate fundamental principles and real-world experience!

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