



Photo Stanford Engineering School Campus

Transform Disruptive Technology into Opportunities for Growth Workshops



Michael Steep
Adjunct Professor,
and Executive
Director
*Disruptive
Technologies & Digital
Cities Program*

Former Senior Vice
President, *Xerox Parc*

"The most valuable part of it was how Steep tied his presentation to a real-world application. The internet as we know is filled with hobbyist websites that rarely tie together buzz word technology to real applications and problems. To truly differentiate 'disruptive' technology from just another science project that's gotten a lot of media attention is exactly what his presentation did." – **David Lemon**
Senior Systems Engineer, Juniper



CLIENT FEEDBACK

"Mike introduced a new concept, Continuously Connected Value Chain, at the keynote and it was really eye opening. Mike shared concrete examples of how critically important an understanding of disruptive technology is in driving innovation in our industry. Based on Mike's recommendations, we are now designing transformational capabilities that will add significant value to our operations and partners." – **Paul Helmering VP, IT, ROI**

- **Deep expertise** ~ Tech Insider, Futurist and former Technology Operations Executive with Apple, Microsoft, HP and Xerox PARC -Over 20 global keynotes delivered in the past year.
- **Master storyteller** ~ dynamic and pragmatic speaker with edge-of-your-seat stories and real-world examples
- **Intense focus** on delivering actionable, proactive takeaways ~ Attendees leave with real value
- **Customizes the presentation** for a variety of industries and to audience care-about
- **Hands-on experience** managing innovation and R&D through partnerships

Executive Summary

What makes people sit up and listen on a Sunday morning at the end of a partner retreat? The answer is now clear – hearing an enlightening, thought-provoking series of fresh ideas on new technologies that are finding their way into the marketplace. Michael, as you had promised, your presentation delivered that and more."

– Margaret Poster, COO, Willkie, Farr & Gallagher

Mike Steep and team are masters at leading high-energy, content-rich workshops with deep-dive sessions for senior business leaders globally. Mike is a world-renowned operations expert who founded and leads the Stanford University Disruptive Technology and Digital Cities Program and has conducted workshops with over 50 Fortune Group companies. With over three decades of operating and innovation experience as a senior executive, Mike has worked in the presence of industry giants including David Packard, Steve Jobs, Bill Gates, and Satya Nadella. He has experienced firsthand some of the greatest breakthroughs in technology and witnessed transformations within companies and entire industries - while at HP, Apple, Microsoft, and Xerox PARC. Mike accesses a specially curated team of the best minds in the industry to lead the Workshops.

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3-HOUR CUSTOMIZED WORKSHOP

Senior business leaders will experience an intimate three-hour workshop on solving their most significant business challenge and competency gap. With laser-like efficiency, the team quickly synthesize complex business problems, ground their findings with potential solutions, and work hands-on with attendees to build road-maps for fast implementation.

SAMPLE WORKSHOP AGENDA

- Setting the Stage: Objectives, scope and desired outcomes for the workshop
- Clarifying the Business Challenges and Competency Gaps...Interaction, dialogue and decisions on where to focus
- Introduction of EMBARK Process and ENVISION Mapping...
- Mike Steep's Proprietary Tools to jump start innovative, out-of-the-box thinking to solve business challenges and competency gaps
- Brainstorming Solutions... Use of technologies, process and culture to architect robust, multi-faceted solutions
- Technology Road-map and Business Model Build-out and hands-on engagement and collaboration with attendees