



SOTAK LECTURE IN BIOMEDICAL  
ENGINEERING

APRIL 4, 2018

GP 1002

LECTURE 5 - 6PM

RECEPTION 6 - 8PM

**The Convergence of Education and Innovation**

How the discipline of value creation can transform education, R&D, and commercialization

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Founder and CEO: Practice of Innovation  
President and CEO, SRI International 1998-2014

We are in the global innovation economy. It moves fast, it is hyper competitive, and it has an abundance of major opportunities. But to develop them you must know how to be a value creator. Today relatively few professionals have these skills. Big companies are going away at record rates, university “tech transfer” results are meager, and almost all measures of innovative output are poor.

Around the world universities and schools are addressing these challenges by creating new programs, like project-based curricula that teach fundamentals of value creation. WPI, Stevens, Stanford, Olin, Finland’s Aalto, and many more are innovating the very nature of education.

Government RD&I agencies are also rethinking their policies because too often their impact is unsatisfactory. For example, we are working with the NAE and NSF on improving NSF’s innovative practices. Companies are also working to figure out how they can be better at innovation.

Value creation is a branch of the learning and knowledge creating sciences. What today’s successful programs all have in common is the strict adherence to proven learning and knowledge creation fundamentals.

