

Autodesk Innovation Genome Workshop

Join us to learn about the practical application of the Innovation Genome

Solidifying your company's future in a dynamic environment of change can present a challenge and yet a huge opportunity. Innovation is open to you, your competitors, and companies not yet in existence. How you plan for, create, and implement innovation is critical to your success and the evolution of the industry as a whole.

A thoughtful and systematic approach to this important goal is required.

The Autodesk Innovation Genome is the culmination of research and practice that has resulted in tangible steps and targets that help teams truly innovate. This is not brainstorming. This process offers you the opportunity to better understand your innovation goals through discussion while you learn about and practice a systematic approach to achieve them.

In this workshop, you will:

- Learn the theory behind the process
- Collaborate with your peers to create actual "Innovation Targets"
- Chart the steps to achieve these targets.

Why is Autodesk sponsoring this workshop?

Autodesk will not be making any 'sales pitches.' We are hosting this program in support of our vision to help people imagine, design, and create a better world. The world's leading firms and owners are playing a significant role in solving the world's biggest challenges. The Autodesk Innovation Genome has been designed for our clients to learn about and experience a systematic approach to innovation.

We won't solve everything in this one workshop, but we will chart a course. So join us.

Experience the Autodesk approach to innovation.

To request a workshop, contact us at innovationgenome@autodesk.com.

