

# Applied Creativity Training for Invention

*Sponsored by ipCapital Group,  
Educational Division*

**April 26, 2017**

**September 13, 2017**

**Greater Boston Area**

Presented by John Cronin,  
Managing Director &  
Chairman, ipCapital Group



## About the Course

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### Program Benefits

- Learn how to improve your fluency of new ideas
- Learn how to generate many ideas quickly
- Learn how to solve technical problems using creative ideas
- Learn how to direct the level of novelty of your new ideas
- Learn how to direct ideas to the level of operability needed
- Learn how to enable ideas
- Gain practical tools for incorporating creative thinking towards inventions into day-to-day processes
- Learn how to implement the creative process in all the aspects of your job.

### Who Should Enroll

This program is ideal for engineers, technicians, inventors, program managers, innovation officers, R&D executives, scientists, engineers, and CTOs

- Engineers & technical people who wish to excel in generating many high quality new ideas
- Program managers, innovation officers, R&D executives, & CTOs who wish to be equipped with methods for use by their team(s) in the creation of novel inventions and solutions to technical problems
- Inventors who may already have patents who wish to learn how to boost creative productivity output.
- IP or management wishing to significantly increase their disclosure/patent outputs

### Topics Covered

- History of successful use of “Applied Creativity and Invention”
- Overview of Invention & Creativity
- Understanding of the styles & levels of creativity
- Basic Thinking Frameworks
- Overview of Example Creativity Tools  
→ 25 tools
- Examples from technologies of the participants\*
- Basics of the Invention Creation Process
- Advanced Inventing
- How to direct creativity to create inventions to create patents  
→ Course director will choose a patent from each course for use in demonstrating creativity tools



## Applied Creativity for Invention Course, presented by John Cronin

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Most technical people invent every day, yet most lack the understanding of exactly how they create the new ideas that fuel their inventions. In my 30 years of facilitating inventions, I have encountered few, if any, technical people with knowledge of leveraging creativity tools for invention.

While there are many courses that teach creativity or creative problem solving, they fail to teach (1) how to generate ideas that can lead to invention, (2) how to figure out where to invent, and (3) how to determine what types of inventions are needed, at what timeframe, at what level of novelty, or toward a targeted business need.

The *Applied Creativity Training for Invention Course* is a one-day program that focuses first on learning and then on leveraging the fundamentals of thinking, e.g., associative thinking, continuous improvement thinking, and divergent and convergent thinking. The course focuses on fundamentals of creativity and invention and then leads into the derivation of an invention process. The course will demonstrate more than 25 thinking tools with examples related to your technology and involves some class participation for demonstration purposes.

Participants will learn the results of 30 years of continual practice of Applied Creativity for Invention taught successfully at hundreds of companies. The course is powerful and will lead to you changing your views on creativity. You will see creativity as a direct link to technical inventions and you will become aware of how to turn this capability “on-demand.”

For more information, contact [cstemmler@ipcg.com](mailto:cstemmler@ipcg.com).

### Related Programs

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- Creating Business Model Inventions
- Global Issues in IP
- The link between Innovation & IP
- How to do “Invention Harvesting”
- How to Affect Inventor Motivation
- Leveraging IP & Contracts
- How to invent around patent claims
- Developing IP Metrics, KPIs, & Benchmarking
- Creating an IP strategy using IP tactics playbook
- Programs for Mentoring Inventors
- Virtualized Innovation
- How to use Virtualized Innovation for Tech Scouting
- How to use Virtualized Innovation to Find Customers
- How to manage IP in Open Innovation
- How to do Out-licensing
- Patent & Publication Searching
- Portfolio Assessment & Alignment
- Product & Patent Alignment
- Invention Review Board
- Rewards & Recognition for invention
- How to *Alice*-proof Software inventions
- Understanding & Securing IP trade secrets
- How to do IP Valuation
- Value of IP in Business
- Using a Crowd for Inventing
- How to handle Non-practicing entities

## Course Details

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### Applied Creativity Training for Invention

#### Program Dates

April 26, 2017

Registration deadline: March 3, 2017

Instructor: John Cronin

September 13, 2017

Registration deadline: August 3, 2017

Instructor: John Cronin

#### Course Notebook included

#### Class Times

Programs run from 9am to 5pm

*Lunch, coffee, & cocktail hour included*

#### Program Fee

2017 Program Fee: \$1,500

*Group discount available*

#### Location

TBD: Greater Boston Area

For more information, contact  
[cstemmler@ipcg.com](mailto:cstemmler@ipcg.com).

## About John Cronin

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John Cronin is Managing Director and Chairman of ipCapital Group, Inc. ("ipCG"), an intellectual property consulting firm. Mr. Cronin founded ipCG in 1998.

ipCG is the foremost IP strategy consulting team in the world. Capitalizing on a lifelong study of creative and inventive thinking processes, business strategy development, and transaction negotiations, Mr. Cronin has created a unique consulting ipCapital System™ Methodology and created the new Virtualized Innovation process as the next steps beyond Open Innovation. This methodology includes powerful data-driven IP Strategy processes. These methods provide ipCG clients with unique IP Creation Services for invention extraction, creation, and documentation, along with world-class IP Valuation, licensing and transaction processes.

Mr. Cronin has worked with over 800 companies and approximately 15% of the Fortune 500, hundreds of mid-size companies and hundreds of startups. Over the years, Mr. Cronin has inspired and trained thousands of engineers and scientists in the best practices of "how to invent."

Prior to forming ipCG, Mr. Cronin spent over 17 years at IBM, became its top inventor with over 100 patents and 150 patent publications. He created and ran the IBM Patent Factory, which was essential in helping IBM become number one in U.S. patents.

### ipCapital Group

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