

**COUNCIL OF INDUSTRY  
OF SOUTHEASTERN NEW YORK**



**For Immediate Release**  
June 23, 2010

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**Try Something New: Innovation Training**

The future success of manufacturing businesses in the Hudson Valley will depend on the ingenuity and creativity of the people that own, manage and work in them. Quality products are assumed, hard work is a given. Success will come only to those organizations that are able to foster an environment where the diverse talents and wisdom of their people are maximized and brought to bear in the global marketplace. The key to this success will come through innovation in the workplace.

The Council of Industry is pleased to present Innovation Training (3 days over a 3 week period) – delivered by one of the most respected professionals from one of the most respected institutions in the field, Robert Boehner, JD from the Rochester Institute of Technology. The first class, **Introduction to Innovation**, will include: modern theories of innovation, types of innovation, and an examination of an innovative company. The second class, **The Innovator's Dilemma**, will provide a review of Clayton Christensen's concept of the innovator's dilemma and help participants to understand the implications of the innovator's dilemma on successful firms. Participants will examine the concepts of the innovator's dilemma and identify trends in their firm and in their industry that are early warnings of the innovator's

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dilemma and disruption, and develop strategies and plans that will allow them to anticipate and overcome this threat. The third class, **Theory and Practice of Open Innovation**, will review multiple theories of open innovation, including open outside, open inside, and the use of brokers and other third parties. The course will include a discussion of the pros and cons of open innovation, including the issue of protecting intellectual property, and a review of best practices in open innovation.

There are techniques and strategies that organizations can put in place to foster creativity and to encourage new ideas. What's more such processes and strategies can be used to focus innovation on improving an organizations bottom line and long term viability. Innovations don't need to be a new gadget or device; it can be a new use for an old product, a creative marketing strategy, a process improvement or even a new personnel policy that attracts talented people. These courses will help you develop an organization/ department/ team that will foster creative thoughts and innovative solutions.

These one day classes will be held at Dutchess County Community College in Poughkeepsie, N.Y., from 9:00a.m. to 4:30 p.m. The first class **Introduction to Innovation** will be held on February 14, **The Innovator's Dilemma** on February 28, and **Theory and Practice of Open Innovation** on March 27. Registration in advance is required. To register for Innovation Training or for more information contact The Council of Industry at (845) 565-1355.

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