Innovation Masters Series
December 10-12, 2014

Check-in and Classroom Location: 550 Building, Room 200

**Wednesday, Dec. 10**

11:30 – 01:00  Registration and Lunch  
01:00          Introductions  
01:15          The Innovation Tune-up  
02:15          Break and transport to IDEO SF  
03:15          Tour at IDEO SF  
04:15          Keynote: Design Thinking and Creative Confidence w/David Kelley  
05:15-06:45    Reception  
                (Transportation to and from IDEO will be provided)

**Thursday, Dec. 11**

08:30          Continental Breakfast  
09:00          The “Room 36” Experience  
10:45          Break and Swap  
11:00          Mission Orientation; Tales from C.A.R.S. research with Chris Gerdes  
12:45          Lunch  
01:45          Questions and Answers with Bernie Roth  
03:00          Need Finding /Empathy  
05:00          Travel to Vail  
05:15-07:00    Tour and Reception at Vail  
                Lab for the Center of Automotive research at Stanford University  
                (transportation will be provided)

**Friday, Dec. 12**

08:30          Continental Breakfast  
09:00          Warm Up Exercise  
09:15          Haptics Exploration  
10:45          Break  
11:00          Lab Tour  
12:00          Lunch  
01:00          End-to End Design Thinking Exercise – The Wallet  
02:30          Break  
2:45           Taking It Back to the Office  
3:45 -4:15     Program Conclusion

* Please keep in mind that agenda is subject to change  
Contact Corinne Kirmil 650-739-6327 for questions.