

Michael Schrage

Research Fellow, MIT Center for Digital Business, MIT
Sloan School of Management
Visiting Fellow, Imperial College Department of
Innovation and Entrepreneurship

*How to train and develop the top innovators of
tomorrow*



Biography

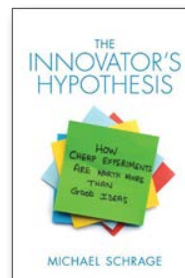
Michael Schrage is one of the world's most provocative thought leaders on innovation.

He has redefined how we think about innovation by focusing on customer acceptance of new products and services as an integral part of the innovation process. He also has pioneered techniques for using rapid prototyping, simulations and modeling to improve return on innovation investment.

His latest book, *The Innovator's Hypothesis*, looks at how to develop innovation in a quick, cost-effective way. "Innovation vacations" and the like are all very well for companies with money to burn and time to waste, but most organizations need maximum value from their innovation investments. One solution Michael offers is the 5X5 framework: giving diverse teams of five people up to five days to come up with portfolios of five business experiments costing no more than \$5,000 each and taking no longer than five weeks to run. From financial services and pharmaceuticals to customer service, Michael's 5X5 model is transforming businesses around the world. It's enterprise innovation gone viral.

Topics & Books

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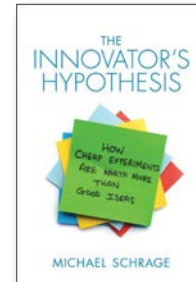
Michael's previous book, *Who Do You Want Your Customers to Become?* (an HBR Single ebook), is a management bestseller on Amazon.

Michael's earlier books include the celebrated *Serious Play: How the World's Best Companies Simulate to Innovate*, which focuses on rapid experimentation and prototyping, speedy simulation and digital design, and *Shared Minds: The New Technologies of Collaboration*, the first book to explore specifically how collaboration is the key to successful innovation.

A research fellow at the MIT Sloan School's Center for Digital Business, Michael is a columnist for *Harvard Business Review*, *Fortune*, *CIO Magazine* and *MIT's Technology Review*, and is widely published in the business press. He is a regular contributor to *The Conference Board Review*.

Michael is a senior advisor to MIT's Security Studies Program and consults to the U.S. government on national security systems innovation.

Michael is a powerful speaker with a very direct and engaging style.



• Credentials

- ☐ Research fellow, Center for Digital Business, MIT Sloan School of Management
- ☐ Visiting Fellow, Imperial College Department of Innovation and Entrepreneurship
- ☐ Senior advisor, MIT's Security Studies Program
- ☐ Columnist for *Harvard Business Review*
- ☐ Regular contributor, *The Conference Board Review*
- ☐ Op-Ed contributor on national security and public policy, *The Washington Post*
- ☐ Top-rated Lecturer at MIT Executive Education Programs
- ☐ Contributor, *CIO Magazine*, *MIT's Technology Review*, *The Los Angeles Times* and *ComputerWorld*
- ☐ Former Merrill Lynch Forum Innovation Fellow
- ☐ Recipient, Doblin Prize, "The Culture(s) of Prototyping"
- ☐ Former director, Ticketmaster
- ☐ Patent pending for "Telepons," a networked, point-of-sale paperless coupon

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