Delivering new products to market or changing the way people work and live requires companies to think differently about the ways they innovate. Innovation and the benefits of embracing disruptive change for customers and employees is a top priority for businesses. Understanding what it takes to create an innovative culture and foster innovative ideas is critical to deliver new business models and revenue streams. Microsoft’s approach for nurturing this culture can help jumpstart your company’s efforts. We offer solutions for managing innovation from concept through final product or service to provide you a complete approach to deliver on your innovation goals.

**Embracing Innovation and Disruptive Change**

See what companies are doing to create and foster a culture that drives disruptive change in their markets.

**Define Your Strategy**

Our architects will work to define an approachable innovation strategy for your company.

**Getting You Started**

Working within your timelines and environment, we will help you define a course of action to realize your innovation goals.

**Microsoft Technology Centers (MTCs)**

The MTC offers a unique combination of immersive experiences and side-by-side collaboration with world-class architects to provide the optimal environment to learn about and apply new technologies. Your briefing will include mutual discovery, tailored solution drill-downs, and expert presentations culminating with the delivery of a clear and actionable vision of how the Microsoft platform can help you reach your business goals.

Visit [www.microsoft.com/mtc](http://www.microsoft.com/mtc) to learn more!
Strategy Briefing

Each briefing is tailored to your specific business drivers and requirements and facilitated by an MTC architect. This is a sample agenda.

9:00 am  Introductions and Discovery
Through introductions and discussion of your business challenges, we will explore initiatives and issues that impact the way you conduct business and that will help us provide a contextual presentation throughout the day.

10:00 am  Innovation and the Impact of Disruptive Change
A look at what it takes to innovate and foster an innovation culture. During this session, we discuss innovation at Microsoft and other industry-leading companies that are creating positive disruption inside and outside of their organizations. Examples of how the change happened and what it took to embrace it.

Noon  Lunch

1:00 pm  Developing a Strategy for Innovation
We interactively discuss and analyze your needs and vision, and we suggest enhancements and alternatives that help accelerate innovation and deliver on your strategy.

2:00 pm  Getting You Started
We will work with you to plot a course of action for realization of the strategy and vision for your enterprise with cooperative next steps, accountabilities, and prescriptive guidance.

3:00 pm  Use the Technology
We provide a facilitated, hands-on environment where business and IT decision makers can experience the vision of Microsoft’s platform firsthand.

4:00 pm  Wrap-Up and Next Steps
You’ll have a clear and actionable plan to help guide your organization through the evaluation and application of Microsoft solutions.

To take advantage of the Microsoft Technology Center near you, please contact your Microsoft account team for details.

Visit www.microsoft.com/mtc to learn more!