



Enabling Employees in an Economic Enigma: Teaching Innovation leads to Profitable Growth

We all are adversely affected by the present economic mess and are wondering what can be done to get out of it. We are puzzled about corporate performance, market demand, and leadership vision. Survival instincts have clouded our natural instincts to think right and do well.

Praveen Gupta personally learned in the previous economic crisis, known as the dotcom bomb, that we must bring out our intellectual best in order to survive. Since that time he has been pursuing the science and engineering of innovation. In this environment of continual bad news there is one piece of good news: we all are gifted with an unlimited intellectual potential, but we rarely use more than five percent of it. Praveen will show how we can improve how we use our own intellect and enable our most valued resources, our employees, to bring out their intellectual best. Actually, this knowledge equals money.

Praveen has developed an innovation framework that can be taught to every employee at all levels for improving performance and creating revenue and profit growth opportunities. The Breakthrough Innovation (Brinnovation™) framework is simple and easy to learn, and can produce dramatic results. . The Brinnovation™ framework has been developed based on the work of the best innovators of several centuries, including Einstein, Edison, Newton, Galileo, and Ford.

Praveen has worked at corporations such as Motorola, AT&T, Bell Laboratories, Abbott Laboratories, MBX, Oneac, and Molex, and has taught at College of DuPage, College of Lake County, Joliet Junior College, DePaul University, Illinois Institute of Technology, and Motorola University. He has given inspiring keynotes and presentations in several countries. Praveen also teaches a Business Innovation course at IIT Chicago. Some of the other career accomplishments of Praveen include:

- Working with first generation of computer memory chips in the early 80s at Motorola (pre-PC era)
- Proto-typing the Six Sigma methodology at Motorola in 1986 while working with the Inventor of Six Sigma, late Bill Smith
- Developing performance measures for Systems Engineering at AT&T Bell Laboratories in 1989
- Training Motorola employees, customers, and suppliers worldwide at Motorola in Six Sigma, Cycle Time Reduction, and Design for Manufacturability, Software Quality, Continuous Improvement Management, SPC, and Design of Experiments
- Consulting with over 100 companies in the performance improvement area (Process Quality, Profitability, etc.)



College of Lake County

- Turning around a corporation from 5% loss to 5% profit in 9 months (Ideal Aerosmith-test equipment for aerospace industry)
- Developing internationally recognized model for performance measures, innovation, six sigma, and process management
- Authoring about a dozen books on business performance
- Writing monthly columns in magazines for over 7 years
- Working as Editor in Chief of International Journal of Innovation Science
- Working as adjunct faculty at DePaul and IIT, Chicago for Operations Management, and Business Innovation, respectively

Praveen is the President of Accelper Consulting, and has committed himself to promoting innovation. He has developed a Certified Business Innovator program, Certified Innovation Trainer, and innovation training programs for executives, managers, and innovation professionals. To further the science of innovation, Praveen organizes the Business Innovation Conference at IIT Chicago. He is Editor-in-Chief of the International Journal of Innovation Science and the author of *Business Innovation in the 21st Century*.

For a recent article by Praveen, search for his name under “editorials” at: <http://www.qualitymag.com>. His website address is: www.accelper.com