



The Art of Disruptive Innovation

A Business Survival Skill of the 21st Century

Technological Leadership Institute

Wednesday, [February 27, 2019](#) 5:15 PM to 7:30 PM cost: free

U of M : Johnson Great Room | McNamara Alumni Center, 200 Oak Street SE, Minneapolis, MN 55455

Speaker: Michael Lasky, JD, BSEE

Sign up here: <https://tli.umn.edu/art-of-disruptive-innovation>

To Business owners, technology managers, scientists, engineers, faculty, students, in-house legal counsel and alumni who are working to create the technology of the future:

You work at a company whose mission it is to "invent the next big thing", or just stay one step ahead of the competition. You innovate, but only to find out that the concept has already been patented by someone else ...years ahead of you. How can that be? The concept wasn't even feasible until now so how could someone have already patented it?

What you have just discovered is that your company has fallen victim to "disruptive innovation," whereby another company leapfrogs over its competitors and locks in essential ownership of future technologies *before they are even feasible to build*.

This presentation is about how to prevent that from happening to your company: Practical advice on how to be the *disruptor* instead of being the *disrupted*.

Our speaker, Michael Lasky is a patent attorney, published author and a tireless educator devoted to helping companies see innovation differently. It's not just about being creative, but about staking a claim. Most companies have the ability to be first to innovate, but fail at being able to fully exploit their own innovations because they created barriers which prevent them owning the future .

Event Schedule:

5:15 p.m. Registration and networking

6:00 p.m. Program begins

7:00 p.m. Program concludes

7:00 p.m. q&a

[Cle credit has been approved :Event Code: 26777](#)

About the Speaker:

Michael Lasky, JD, BSEE, is known for his “edu-tainment” speaking style and is a world-recognized speaker on technological innovation and brand strategy. He is a registered patent attorney in the U.S. and Canada, a brand strategist and above all, an alumnus from the University of Minnesota's electrical engineering program. He is the author of "The Good Brand: How Companies Create Valuable Brands."