Haas @ Work MBA Applied Innovation Agency Course

Student powered and faculty curated, we are one of the largest innovation agencies on the west coast.

MBA Work Beyond the Norm

Through the Haas@Work program, a 15-week MBA course is built around the specific opportunity or challenge identified by your company.

The project is the focus of the course. Because we run agency-style engagements, your project team will include roughly 10 students + a dedicated faculty mentor and coach. Each team member spends 3½ hours in class, and another 5-10 hours/week outside of class on the project. A total of 1200 hours is dedicated to your challenge.

We avoid the typical 4 member MBA project team model that exists nowhere but in business school. Why? Because we are interested in doing urgent and high-value work, and delivering real results.

We provide team oversight and structure, a detailed framework, project tools, and defined milestones and deliverables.

We also offer our partners workshop sessions on both our tools and project related issues.

Design Thinking Meets Strategy

Through our Innovation, Creativity and Design Practice, Haas is a leader and pioneer in the contemporary use of design thinking in business.

The Haas@Work framework uses an exploratory human centered design approach and tools to develop fresh insights and novel solutions. But we also include competitive, internal, and industry assessment tools so that our recommendations leverage pain points, unmet needs, and opportunities in practical ways,
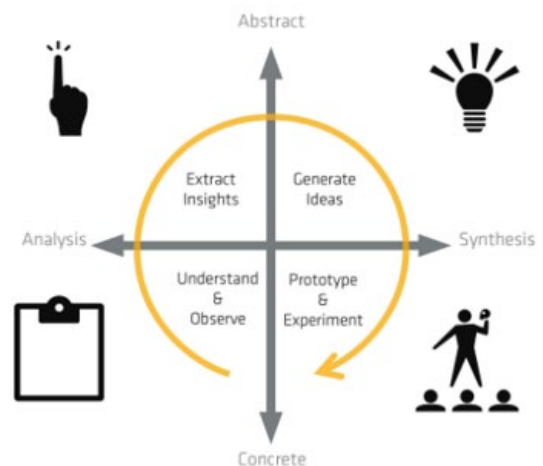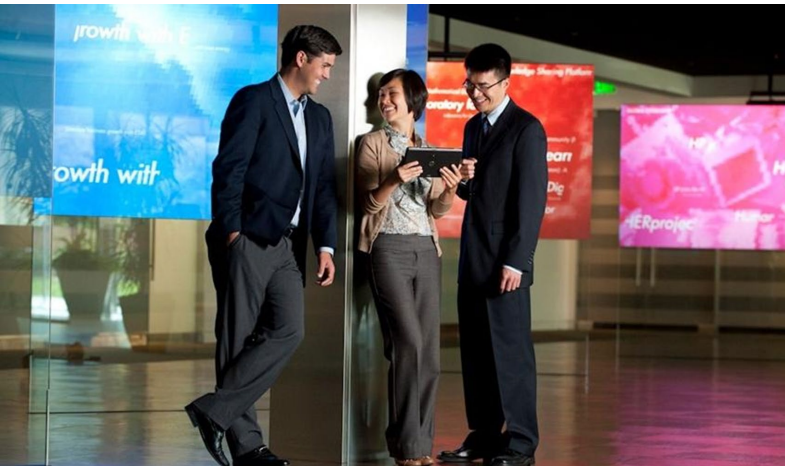
"We've already begun to incorporate some of your thinking into our plans...several of your insights and ideas represent new and different approaches; we are likely to proceed into a pilot as the fastest route to validation."

Sue Barsamian
SVP/GM Technology Services, HP

Our Students, Your Consultants
Haas is one of the highest ranked and most selective business schools in the world. Our MBA students are tech savvy, and many already have a Masters' degrees in another discipline.

Haas' strong culture is built on four pillars:
• Question the status quo
• Beyond yourself
• Student always
• Confidence without attitude

This culture is embedded into everything we do at the school. As a result, you'll work with a highly diverse, responsive, and creative team with both expertise and a beginner's mindset.

Many students use the course as a chance to learn more about potential employers, and many project partners use it as a chance to screen for potential candidates and increase their exposure and interactions with the Haas community.

Timeline
Through the Haas@Work program, a 15-week MBA course is built around the specific opportunity or challenge identified by your company.

For Spring projects, we ask for commitments by September/October, and begin scoping in October/November. Student work and the class begins in January, with key milestone and deliverable meetings every 4-6 weeks through May. The course is also occasionally offered in the Fall when a partners are willing to make an early commitment – typically in February for an August start date.

Confidentiality/IP Protection
All work and shared information is covered by an NDA with both the students and the University. Students also operate in a "work for hire" manner – all output and IP is assigned to our partners as part of the engagement.

We do extensive pre-project scoping and background work, so that students enter the engagement at full speed.
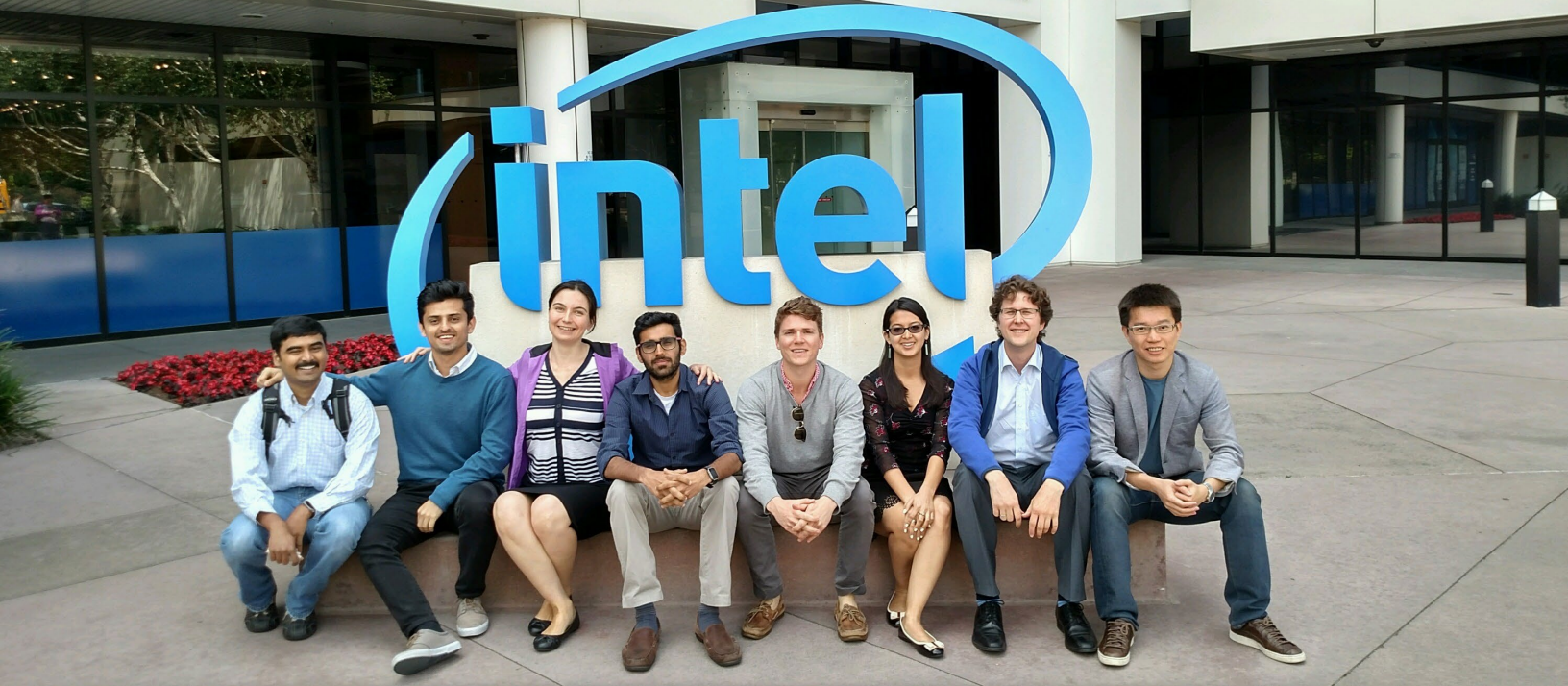
We have a decade of experience, a track record of success on challenging engagements, and 50+ satisfied partners.

A few examples:

PayPal asked a Haas team to identify ways to further engage consumers around an "open wallet" platform, as a way for PayPal to become essential in consumers' lives and ultimately making PayPal a preferred choice for all commerce in the minds of consumers for online and offline purchases.

The POS systems provider DN asked a Haas group to focus on the future of retail – and specifically how technology enabled physical retail experiences could help increase the value of stores and tilt the balance back towards omni-channel and traditional retail.

As part of HP Enterprise Group's multi-year sales transformation journey, a Haas team identified innovative ways enterprise gamification could be used to accelerate salesforce transformation, and drive new hiring strategies, tool adoption, and improved productivity.

A Haas team focused on how Intel might accelerate and help shape the future deployment of Software Defined Networking (SDN) and Network Function Virtualization (NFV) as well as drive changes to the networking supply chain.

A team was tasked with identifying key barriers to the consumer adoption of electric vehicles (and specifically the LEAF) and recommending programs and go to market changes that overcome these barriers and expand the EV market.

ICDP innovation creativity & design practice

BerkeleyHaas

# We use a "double diamond" exploratory project framework, and collaborate throughout the engagement.
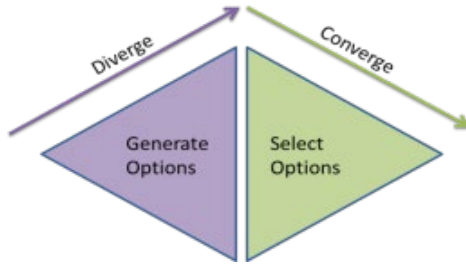
Explore/Discovery Work
Opportunity Spaces

Customer Insights
Disruptive Trends
Industry/Competitive Maps
Alignment on Opportunity Spaces
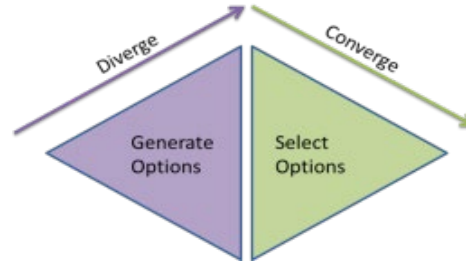
Ideate/Refine
Possible Solutions

Ideation
Filtering/Elaborating/Prototyping
Refine Solutions
Next Steps in Validating and De-Risking

Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Internal Prep ⭐
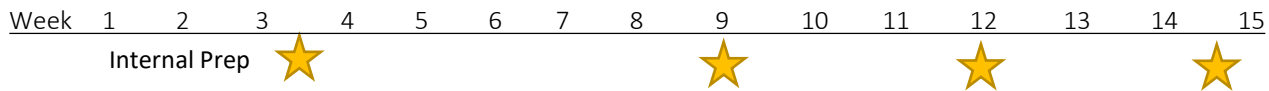
⭐ = Formal Client Meetings

Let's talk….

What We Need From You
- A challenging high value issue
- One dedicated "champion"
- A staff liaison for the project team
- Key executive participation
- Access to relevant company data and contacts
- Sponsor fee to Haas

Get In Touch with Us
Please contact us for further information. If this program isn't quite right, we'll also work with you on other ways to engage with Haas.

Dave Rochlin - Lecturer and Executive Director
Innovation, Creativity, and Design Practice
drochlin@haas.berkeley.edu or   925 642 7480
http://designthinking.berkeley.edu

"We want to start testing and building this concept now. Working on this is the most fun I have had since I have been here at PayPal."

Darrell Esch,
VP – Global Payment Products, PayPal

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