

Simposio Internacional / *International Symposium:*

**Diseñando el futuro: innovación y tecnología para la empresa.  
Oportunidades y desafíos**

*Designing the future: Innovation and technology for businesses.  
Opportunities and challenges*

**Madrid, 30 de noviembre de 2017 / November 30th, 2017**

**Innovating: A Doer's Manifesto for Starting from a Hunch, Prototyping Problems, Scaling Up, and Learning to Be Productively Wrong**

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What if innovation wasn't just about searching for the idea?

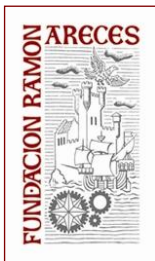
What if innovation was just the outcome, neither a process nor a product?

What if innovating was a skill you can practice and get better at?

Innovating can be about something other than making an idea look disruptive, earth-shattering, or exponential before you even start. You can aim for meaningful impact, you can solve real world problems.

Entrepreneurship is about creating new companies, innovating is about solving real world problems and progress. Being more entrepreneurial is not how you get to innovate.

Come join the conversation about how you start innovating and set yourself or your organization to do it continually. We'll discuss innovating as a way to discover a path to scale for any idea; it starts with what you have; it is for corporations and non-profits as well as for entrepreneurs. Innovating by making real world problems tangible offers an alternative to "entrepreneurial" recipes and beliefs that would have you stress over coming up with "the perfect idea," and direct your attention toward marketing an idea instead of figuring out how to evolve that idea to market.



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You get to learn by being productively wrong, no need to embrace failure in your culture.  
We'll conclude with an overview of how to set up innovating as a continuous practice  
inside existing organizations.

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