



The 2014

# Innovation Master Class

A Different Approach to Thinking Differently

June 10-11, 2014 | The 3M Innovation Center | St. Paul, MN



**INNOVATE** like a start-up

**GAIN AGILITY** and alter the way you do business

**DISCOVER POSSIBILITIES** amidst “impossible” business challenges

**TURN ON** light bulbs within each of your employees

**GET ACTIONABLE ADVICE** from a diverse range of executives

## WHO SHOULD ATTEND

Executives responsible for delivering innovation—especially those accountable for business processes, business models, people strategies, organizational culture, and technology

Sponsored by:  **Inovo**  
Own the Unknown™

**GREATER > MSP™**

**venture2**  
co.innovation

**magnet 360**

In collaboration with: **3M**

To Register | [www.conferenceboard.org/innovation2](http://www.conferenceboard.org/innovation2)

Think you're doing a lot to innovate? You probably are—but not necessarily the way you should be. It used to be that incremental improvements and changes were sufficient to stay ahead. Nowadays, though, as competitors disrupt your business on a daily basis, you need to find new ways and models to drive growth. You need to develop innovative approaches to innovation itself!

The Innovation Master Class conference will focus on the three principles of sustainable innovation: culture, connection and collaboration, giving you the strategies as well as the practical advice for driving innovation that pulls you ahead of the pack. You will discover useful ways to turn your aspirations into reality from leading organizations like 3M, Intel, McDonald's, FedEx, United Technologies Corporation, Singularity University, UnitedHealth Group, Jarden, Venture2, and Inovo Group. Over the course of three days, you'll have an opportunity to:

- Solve your own organization's problems through approaches that help you recognize impractical ideas early and focus on viable, ROI-boosting solutions.

- Learn what it takes to transition from a traditional technically driven, product-development business to a market-inspired, experience-driven company.
- Gain rare and unparalleled access to 3M's Innovation Center via customized, hands-on demos.
- Brainstorm strategies to develop breakthrough approaches toward optimizing interactions with other businesses and consumers.
- Figure out how to design compelling brand experiences for your customers.
- Share your own ideas with—as well as learn from—fellow colleagues just as eager as you are to solve innovation challenges.

#### The 3M Team

Jesse Singh, Senior Vice President

Robin Torgerson, Vice President

Dawn Cunningham, Chief Insights Officer

Joe Liu, Senior Vice President R&D, 3M International & APAC

Deb Byers, Innovation Master Class, Co-Designer

#### Media Sponsors



### June 9, 2014, Pre-Conference

LUNCH: 12 NOON-1 PM

SESSION: 1-4:30 PM

#### Innovate Like a Startup: Entrepreneurial Approaches to Breakthrough Corporate Growth

How are startups and emerging technology firms able to churn out disruptive innovation so quickly, while large established firms so often stumble? It's partly because the best entrepreneurs know how to fail early and ultimately succeed faster through iterative build-measure-learn cycles and in-market experimentation. While the Lean Startup movement is popularizing this thinking, the broader message is that speedier, more iterative innovation is possible for companies of all sizes. However, to succeed with lean methods, larger established firms need to adapt the practices to the context and realities of the enterprise. Beyond acting like startups, large companies must learn to leverage the startup ecosystem to co-create breakthrough new businesses.

In this workshop you'll learn:

- An introduction to Lean Startup methods adapted to the context of corporate innovation and venturing
- The Collective Disruptionsm model for new business creation using entrepreneurial methods and co-creation with startups
- Organizing and leading successful corporate new venture activities
- How to accelerate disruptive business models through in-market experimentation
- A deeper understanding through real-world case studies of entrepreneurial approaches to corporate new business creation

Mike Docherty, CEO, **Venture2 Inc.**

Author: *Collective Disruption* (Aug 2014)

Asoka Veeravagu, VP New Business Development,  
**Jarden Consumer Solutions**



**Tuesday, June 10, 2014**

## Stories of High-impact Insights, Strategies and Successes

REGISTRATION AND CONTINENTAL BREAKFAST 7:30-8 AM

WELCOME AND INTRODUCTIONS 8-8:20 AM

Jesse Singh, Senior Vice President, **3M**  
Robin Torgerson, Vice President, **3M**

A 8:20-9:20 AM

### To Be Different, Think Differently

Forget what you think you know about innovation. Chances are, the conventional advice you've heard over and over will get you only so far, which will never be far enough. To be different, you have to think differently. In this interactive session, innovation expert Stephen Shapiro will explain why traditional approaches to innovation waste time. Guiding you through the clutter of bad ideas, Shapiro will teach you some great new ones, like why you should (1) avoid thinking out of the box, (2) innovate where you differentiate, (3) limit your use of experts, (4) hire people you don't like, and (5) quit hyper-focusing on goals. That such advice may seem strange to you is also proof that a mental reset is precisely what you need to innovate more effectively.

Stephen Shapiro, Innovation Evangelist, Author: *Best Practices Are Stupid*

B 9:20-10:20 AM

### Intel's Journey to Market-Inspired, Experience-Driven Innovation

Once upon a time, Intel was a technically-driven organization centered on product-development life cycles. But when market forces began to shift, Intel knew it had to drastically change its approach to innovation to ensure its story didn't end poorly. Motivated by shorter product life cycles and technology-savvy users demanding seamless experiences, Intel embarked on a multi-year journey to transform itself into the market-inspired, experience-driven corporation it is today. This session will reveal how Intel adopted a "Sense, Interpret, Act" framework to make vital connections between consumers, engineering and marketing communities, and employees to gain agility and alter the way the company does business.

Bernhard Ries, Director, Market Watch & Business Innovation Group, **Intel**

NETWORKING BREAK 10:20-10:40 AM

C 10:40-11:30 AM

### Accelerating Disruptive New Business Models

Innovation to support today's core business isn't enough. Developing breakthrough opportunities for new sources of growth often requires disruptive new business models. That's not something that comes naturally to most large companies. Asoka and Mike will outline how corporations can incubate and accelerate new business models using lessons from startups and by co-creating breakthrough new businesses directly with startups. They bring deep first-hand experience and recent case studies to help you apply entrepreneurial approaches to your own business model innovation and new business creation efforts.

Asoka Veeravagu, Vice President, New Business Development,  
**Jarden Consumer Solutions**  
Michael Docherty, CEO, **Venture2** (Author: *Collective Disruption*)

D 11:30 AM-1:30 PM

LUNCHEON AND INNOVATION CENTER "HANDS-ON" TECHNOLOGY DEMOS

### Transforming Impossible Into Possible: Experience the 3M Innovation Center

3M's Innovation Center is a museum of inspiration, usually accessible to a very limited audience. During this session, however, the Center opens its doors to you so that you may explore the power of ideas and how one idea can spawn many others. The Center's guides will reveal behind-the-scenes insight and discuss how you can apply an "idea chain reaction" at your organization, inspiring you not only to think differently but to discover all sorts of possibilities amidst "impossible" business challenges.

LUNCHEON: NETWORKING AND APPLYING INSIGHTS

Join fellow attendees in a structured discussion of innovation challenges and share ideas on moving forward.

E 1:30-2:25 PM

### Defining Experience:

#### An Integral Part of McDonald's Innovation Capability

McDonald's Corporation relies on experience design and innovation across a wide range of strategic initiatives, including service and production system design, equipment engineering, family business initiatives, and digital innovation. In this session, Melody Roberts will share the story of how McDonald's introduced experience design practice into its innovation capabilities. Drawing on her personal journey from newbie to thought-leader, she'll describe the business context, managerial approaches and day-to-day work practices that made possible a successful integration. (She'll share a few of the more memorable speed bumps too.)

Melody Roberts, Senior Director, Experience Innovation,  
**McDonald's Corporation**

F 2:25-2:35 PM

### Understanding Mom

Nancy Dahl, President, **Lifetouch National School Studio**

G 2:35-2:40 PM

### 5 MINUTES OF INSPIRATION - Internal Venture Investment in Innovation

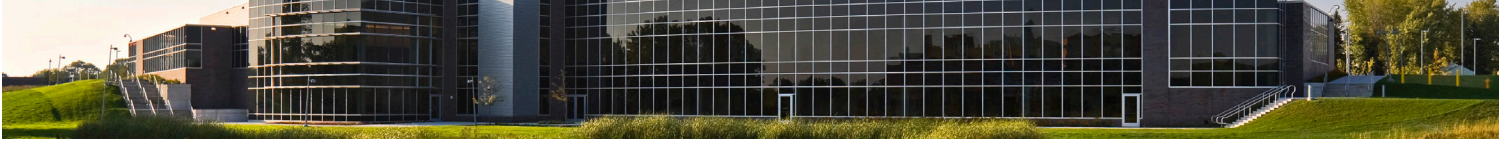
Jesse Singh, Senior Vice President, **3M**

H 2:40-3 PM

### Discussion: Resourcing Innovation Projects - What Works, What Doesn't

Building on the concepts of the previous session, conference participants will share their experiences.

NETWORKING REFRESHMENT BREAK 3-3:15 PM



I 3:15–4:05 PM

### Driving Innovation in a Large Engineering Company

Can a central research organization within a large firm with a mechanical engineering culture successfully innovate? United Technologies Research Center (UTRC) has discovered some keys to unleashing the power of their engineers to drive innovation and growth. The approach stems from the fundamental funding structure of the organization and how projects are initiated and managed. This segment will describe the conditions that facilitate successful innovation at UTRC. Woven into the presentation will be insights on UTRC's complementary partnership practices with companies, universities, and government agencies that accelerate innovation.

Vince Nardone, Director, Thermal and Fluid Sciences Department, United Technologies Research Center, **United Technologies Corporation**

J 4:05–5:15 PM

### Building Ecosystems Required for Growth in Faster-Paced Business Environment

A panel of experts discusses concrete ideas on how to develop systems that promote innovation beyond a corporation's walls.

#### Moderator

Alex Cirillo, 3M Vice President, **Retired**

#### Panelists

David Williams, Chief Innovation Officer, **North Star, University of Minnesota, Carlson School of Management**

Dale Wahlstrom, CEO, **LifeScience Alley** and **BioBusiness Alliance of Minnesota**

Sharon Wong, Director, Business Development, **Cisco Systems**

Sandy Miller, Managing Director of New Ventures, **Singularity University**

NETWORKING COCKTAIL RECEPTION 5:15–6:30 PM

Move to the reception area for beverages, appetizers, and opportunities to trade ideas with fellow attendees.

## Wednesday, June 11, 2014

REGISTRATION AND CONTINENTAL BREAKFAST 7:45–8:15 AM

WELCOME BACK! 8:15–8:30 AM

Robin Torgerson, Vice President, **3M**

K 8:30–9:30 AM

### Innovation Begins With Your People

What happens when one of your employees has a great idea? Usually nothing. Even corporations that think they have innovative cultures rarely do. This session explains why. You'll hear from companies in a range of industries about how they've infused innovation into their cultures. Their stories will show you not the value of creating creative cultures—that much you already know—but practical, real-life ways to actually turn on light bulbs within each of your employees. Furthermore, you'll discover processes to help your people avoid burning out on the exhausting hamster wheel of innovation. A mix of brain science, case studies, and modern advice will enable you to apply impactful concepts at your organization.

#### Panelists

Monica Anderton, Vice President, Human Resources, North America, **Novelis, Inc.**

David Sparkman, Senior Vice President, Culture, **UnitedHealth Group**

Udaiyan Jatar (U.J.) Recent Vice-President & Global GM Premium Brewed Beverages at Coca-Cola CEO, **Blue Earth Network**

L 9:30–10 AM

### Discussion: Culture Creation – What Works, What Doesn't

Building on the concepts of the previous session, conference participants will share their experience.

NETWORKING REFRESHMENT BREAK 10–10:15 AM

M 10:15–11:15 AM

### Customer Connections That Fuel Innovation

Magic happens when we focus on our customers and markets. We gain new insight into challenges and opportunities for innovation. 3M has been an innovation leader for over a century and continues to develop frameworks for assuring commercialization and market success from its innovation efforts. This segment will feature 3M executives guest describing Customer Connection Frameworks that fuel innovation and unprecedented growth for 3M. Examples of successful applications will be shared. There will be a Q&A session following the presentations.

Dawn Cunningham, Chief Insights Officer, **3M**

Joe Liu, Senior Vice President R&D, **3M International & APAC**  
Deb Byers, Master Black Belt, 3M Critical & Chronic Care Solutions Division, **3M Health Care Business** and Innovation Master Class Co-Designer

N 11:15 AM –NOON PM

### NASA: Evolving the Space Exploration Culture to Catalyze Innovation Today

While social and geopolitical influences that spawned NASA have changed over the decades, NASA has continued its spectacular legacy of innovation. NASA has challenged scientific communities to exceed the boundaries of the "possible," then to adapt "space" technologies for use on earth. Examples include the design and testing of school bus chassis systems for increased safety and parachute systems that can lower an entire aircraft to the ground in an emergency. Hear how NASA's evolving organizational culture is spreading the research benefits to society even faster through initiatives like the current offering of 40+ NASA patents to the public for crowdsourcing product ideas.

Douglas Terrier, Chief Technology Officer, **NASA Johnson Space Center**

O 12–12:10 PM

### Mini-Business Case: Entrepreneurial-Intrapreneurial Ventures as a Path to Non-incremental Innovation

Olga Selifonova, CEO, **Reluceo Holdings**

P 12:10–12:15 PM

### 5 MINUTES OF INSPIRATION – Uncommon Connections: The Farm, Energy and Wall Street

Cliff Kaehler, CEO, **Novel Energy Solutions**

To Register | [www.conferenceboard.org/innovation2](http://www.conferenceboard.org/innovation2) | +1 212 339 0345

# INNOVATION MASTER CLASS

NETWORKING LUNCHEON AND APPLYING INSIGHTS 12:15–1 PM

Seat yourself at the table with the topic that intrigues you most.

Q 1–1:10 PM

## Mini-Business Case: Corporate and Entrepreneur Collaboration That Accelerated Commercial Success

Lisa Lavin, CEO, Anser Innovation, LLC

R 1:10–2 PM

## Peer-Assist Panel: Solutions to Your Biggest Challenges

Every corporation has unique problems, but that doesn't mean you have to solve them by yourself. Many of your colleagues likely struggle with—and overcome—challenges similar to yours. In this session, members of The Conference Board's Innovation Council and other leaders of innovation for their companies will offer expert advice to answer your questions. Before the conference, you'll have an opportunity to submit a query (anonymously, if you wish). During the session, panelists will tackle as many requests as possible, sharing a diverse range of opinions and insights that they've gained from their own experience, as well as what they've learned from other Council members. Best of all, because these are fellow peers, you can expect practical and actionable advice.

Michelle Proctor, Director of Innovation, **FedEx Corporation**

Bob Berkopec, V.P. Innovation, **Optum**

Lisa Lavin, CEO, **Anser Innovation LLC**

Dan Mallin, Managing Director, **Magnet 360** and Founder, **Minnesota Cup**

Brian Christian, President, **Inovo Group**

S 2–2:05 PM

## 5 MINUTES OF INSPIRATION – Challenge-based Innovation: How to Seed New Ventures

Sharon S. Dunn, Global New Venture Leader, Strategy and Corporate Development, **Towers Watson**

T 2:05–2:10 PM

## 5 MINUTES OF INSPIRATION - Little BIGS

Lisa Bodell, Founder and Chief Executive Officer, **futurethink**

U 2:10–3:10 PM

## Jumping Into Exponential Growth Technologies and Businesses – Leadership Options

Explore the implications of Artificial Intelligence, Robotics, Synthetic Biology, 3D Printing, Digital Medicine, and Infinite Computing with entrepreneurs who are finding the unique challenges of exponential vs double digit growth.

Sandy Miller, Managing Director of New Ventures, **Singularity University**

Three Silicon Valley Entrepreneurs

Priscilla Varnagy, Founder and CEO, **Be-novative**

Brinkley Warren, Co-Founder, **Lean Monitor**

James Fahn, Co-founder, **Fellow Robot**

3:10–3:15 PM

## Evaluations and Wrap-up

## Registration Information

**Online** [www.conferenceboard.com/innovation2](http://www.conferenceboard.com/innovation2)

**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)

**Phone** 800 942 4494 8:30 am to 5:30 pm ET Monday through Friday

## The 2014 Innovation Master Class

A Different Approach to Thinking Differently

### Conference (964014-2)

June 10-11, 2014

3M Innovation Center, Saint Paul, MN

Associates **\$2,295**

Non-Associates **\$2,895**

### Pre-Conference Workshop (954014-2)

June 9, 2014

Associates **\$605**

Non-Associates **\$705**

## REMINDER

You are entitled to a discount of 20% courtesy of Magnet 360. To take advantage of this, please use discount code **MG1** when registering.

Fees do not include hotel accommodations. For a listing of local hotels, contact customer service at 212 339 0345.

## Conference Location

3M Innovation Center

2350 Minnehaha Avenue

Saint Paul, MN

## Cancellation Policy

Full refund until three weeks before the meeting. \$500

administration fee up to two weeks before the meeting.

No refund after two weeks before the meeting.

Confirmed registrants who fail to attend and do not cancel

prior to the meeting will be charged the entire registration fee.

## Team Discounts per person

For a team of three or more registering from the same company at the same time, take \$300 off each person's registration.

One discount per registration. Multiple discounts may not be combined

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Program subject to change. June 2014