THE CONFERENCE BOARD
Trusted Insights for Business Worldwide

Custom Programs

Innovation Experience

TRANSLATING INSIGHTS INTO ACTIONABLE STRATEGIES

The Conference Board Innovation Experience is a custom-designed executive team program in which participants learn to translate insights and emerging trends into actionable strategies for business process improvement. Cutting-edge ideas lead to new approaches that can help organizations increase revenue..

Management teams heighten their external focus by developing a deeper understanding of how their strategies, culture and operations compare to other organizations through benchmarking with "best in class" companies. Teams also have the opportunity to build external partnerships and improve internal collaborative skills through discussion and idea sharing.

Led by expert facilitators, the program includes site visits to companies that are known for their innovative practices, as well as in-depth sessions with top executives from those companies. Companies previously visited include Google, Institute for the Future, Cisco Systems, Spigit, San Francisco MoMA, Frog Design, Agilent, Bechtel, and Oracle

Topics that may be included in this immersive and collaborative custom program:

- Driving innovation to gain a global competitive advantage
- Creating traditional and nontraditional alliances
- Improving internal relationships within a framework designed to spark collaboration
- Processes for growing your business using innovation to create new paradigms and business models
- External trends that will affect short-, mid-, and long-range strategic planning

Innovation A global challenge

Every year The Conference Board asks hundreds of CEOs from the world's leading organizations to identify their most critical challenges. In the 2012 edition of ***The Conference Board CEO Challenge***®, respondents identified innovation—of products, processes, organizational designs, and business models—as the most critical challenge they face and technology as the best strategy to drive that innovation. The results also revealed a thorough appreciation of the importance of the human side of innovation—the people, the minds, the alliances, and the culture that can create and then nurture new ideas.

Building an Innovation Experience for Your Organization

Each Innovation Experience program is custom-designed to fit your organization's needs through intensive project planning, assessment surveys designed to clarify team and individual challenges, and in-person meetings between your company and our expert program facilitators. Our goal is to ensure that your Innovation Experience is aligned with your objectives and expectations for individual and organizational growth.

A typical Innovation Experience may include any or all of these four elements:

Site visits to companies that are known for innovation that provide a close and detailed view of current best practices in organizational and technical innovation.

Trend analysis that leverages information from researchers and thought leaders who specialize in forecasting about the forces that affect organizations, sectors, and industries.

Conceptual modeling that applies innovative concepts in a systematic, organizational context using the "7-S Model" as a shared construct.

Visual thinking that uses graphic facilitation and tablet computers to create a "big-picture" representation of discussion points. This facilitation process, increases engagement and imaginative thinking, and will help participants synthesize learning and identify areas for future work.

Looking Outside Company Walls

The Conference Board CEO Challenge® 2012 survey results and interviews revealed a growing awareness that collaboration, with both traditional and nontraditional partners, is a requirement to achieve growth and remain competitive. The fact that innovation is global and is moving faster than ever before means businesses must look outside of their comfort zone and corporate walls to find the smartest people and newest ideas to spur growth. It also highlights the growing importance of networks–business and personal, formal and informal–which require a higher level of trust and interdependency. After all, no matter how many smart people there are in an organization, there are often smarter people outside of it, and if an organization is not connected through formal and informal networks, it can be at an enormous competitive disadvantage.

To learn more about customizing an Innovation Experience for your organization, please visit www.conferenceboard.org/leadershipexperiences, contact Jeff Jackson at +1 212 339 0380, or jeff.jackson@conferenceboard.org

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