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The 3rd Annual

Innovation Master Class

CONFERENCE

Breakthrough Ideas + Smart Commercialization = Success

Conference
June 10-11, 2015
The 3M Innovation Center
St. Paul, MN

Pre-Conferences
June 9, 2015

Post-Conference
June 11, 2015

In collaboration with:

3M

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Pre-Conference Workshops

Tuesday, June 9, 2015

Registration Noon – 1 pm

1 – 4:30 pm

New Partnership and People Models for Breakthrough Innovation

Companies searching for new sources of growth must learn how to pursue higher risk, transformative innovation outside of their core. And they need to do this within organizations that are focused on sustaining and optimizing today's business. The collective disruption model brings together the best of corporate and entrepreneurial approaches for transformative growth. This workshop provides corporate leaders with a framework and tools for organizing and leading breakthrough innovation efforts within organizations that traditionally struggle with risk and uncertainty. You'll learn how to successfully apply entrepreneurial methods within the enterprise and how to partner in new ways with startups to co-create breakthrough new businesses. Workshop participants also get free access to an easy-to-administer online readiness assessment for you and up to 10 of your internal stakeholders prior to the workshop.

In this session:

- Apply the Collective Disruption Polarity Assessment™ to your own business to assess readiness and identify key opportunities and barriers for transformative innovation
- Learn how to organize internally to undertake transformative innovation, addressing key success factors including leadership, autonomy, and integration
- Explore new incubation models that leading companies are using successfully, including co-creating with startups and entrepreneurs
- Identify the actions you can take to dramatically improve your ability to build a balanced portfolio of core, adjacent and transformative innovation

Michael Docherty, author of *Collective Disruption* and CEO of **Venture2 Inc.**

Registration 3:45 – 4:45 pm

Space at each of the workshops is limited. You must pre-register to secure your place.

4:45 – 6:45 pm

Strategic Innovation

This late afternoon workshop focuses on using key insights and synthesized results of a strategic innovation survey. Participants will generate specific ideas about addressing the survey's implications around strategic innovation challenges. Hearing experienced perspectives from the high-level conference attendees will jumpstart each of us in building new approaches. All conference attendees are welcome to attend. The greatest value will be derived by those individuals who also complete the survey sent to all those pre-registered. Beverages and hors d'oeuvres will be served as well.

Brian Christian, Managing Partner, **The Inovo Group**
Larry Schmitt, Managing Partner, **The Inovo Group**

Conference

Wednesday, June 10, 2015

Registration and Breakfast 7:30 – 8 am

Welcome 8 – 8:15 am
Don Branch, Vice President and Chief Marketing Officer, Marketing and Sales, **3M**

8:15 – 8:50 am

Charting a Course for Global Growth

At IBM, innovation starts with strategy. Learn which world trends the company has identified as being most relevant to businesses and how they are using these trends to chart a course for innovation and growth. Leveraging a variety of tools, from mining historic patterns to its proprietary Business Leadership Model, IBM has established a framework to support advanced strategy and execution. Our speaker will also describe how IBM uses speed, collaboration, and co-development to forge a path to success on a global scale.

Joe Damassa, Vice President, Corporate Strategy, **IBM**

8:50 – 9:20 am

A Tale of Two Entities: Leveraging the Best of "The Entrepreneurial Way" and "The Corporate Way"

Join a guided conversation with a serial entrepreneur and a senior corporate practitioner as they share perspectives, challenges, and lessons learned about transformative innovation and business growth. Facilitated by an expert venture coach, you'll learn how to leverage entrepreneurial agility with corporate discipline and scale.

Michael E. Docherty, CEO, **Venture2 Inc.**
Christina Karapataki, Venture Principal, **Schlumberger**
Bryan Janeczko, CEO, **The Fresh Diet**

9:20 – 9:55 am

Target's Trifecta for Winning with Innovation in a Dynamic Environment

In retail, change is the only constant. Consumer expectations shift and evolve, technology levels and then upends the playing field, and friends and foes can change quarter to quarter. Any organization hoping to win over the long term has to be guest-centric, constantly innovative, and agile and responsive. As Target crossed its 50th anniversary, there was a growing recognition internally that the existing playbook for success was incomplete. This past year, senior leadership took decisive action to articulate and activate a bolder strategy for growth. It also has instituted a robust, three part strategy and innovation capability to continue evolving and challenging the company's direction for continued transformation.

Learn how this approach is integrating external information, corporate strategy, and business unit implementation to accelerate Target's growth and bolster its innovation leadership.

Jamil Ghani, Vice President of Enterprise Strategy, **Target Corporation**

9:55 – 10:25 am

Incubation of Transformative Ideas:
Lessons from Michelin's Global Incubator

Since 1889, Michelin has been developing means to ease the mobility of people and goods. Get some strategic perspective and practical detail from the person leading a mission to increase the innovation capability of the Michelin Group.

Ralph Dimenna, Senior Vice President and Director, Global Incubator Program Office, **Michelin Group**

Break 10:25 – 10:40 am

10:40 – 11 am

Driving Innovation Through Social Media:
Ideas that Make a Difference

Crowd sourcing. Viral adoption. Embedded media. Sharing. Liking. A leading innovation blogger will offer an aggregated view of the impact technology and social media have had on business growth. Using new technology to innovate in both products and services has allowed companies to create customer experiences that transform business. Find out what the smartest ones have done—and anticipate what they are about to do.

Renee Hopkins, Director of Engagement,
Business Innovation Factory

11 – 11:25 am

Leveraging Emerging Markets to Test and Learn

Does your company have subsidiaries or divisions in emerging markets? Have you considered using them as innovation incubators? You may want to start. Today. Effective collaboration between headquarters and subsidiaries enables companies to test well-designed experiments in the entrepreneurial environments often found in developing countries. Find out how a leading global company is using its worldwide network to prove concepts and drive Horizon 2 innovation. "Test and learn" and "test and fail" approaches are often more effective—and less costly—when conducted in the right place.

Wim Vandenhouweele, Executive Director, Emerging Markets Commercial Innovation, **Merck**

Lunch and Innovation Experience 11:25 am – 1:30 pm

Follow The Path of Ideas: An Insiders' Experience at the 3M Innovation Center

Immerse yourself in the beliefs and practices that reinforce and advance 3M's distinct innovation culture at the 3M World of Innovation. Some have called it the "ultimate idea and technology playground," and, as a Master Class attendee, you will be able to experience it first hand. Through demonstrations, interaction with multiple technology stations, and conversations with some of 3M's top innovators, learn how 3M has created new products and new markets throughout its more than 100 years.

1:30 – 2:45 pm

The Competitive Advantage: Tech-driven Customer Experience

Rapid advances in technology have made possible highly creative and engaging customer experiences that were unimagined even five years ago, and have effectively become an important competitive advantage. Speakers from Cisco, Whirlpool, and Mall of America share how they are using both digital and non-digital technology to engage customers, shoppers, distributors, and their own employees.

Josh Gitlin, General Manager, Gladiator Garageworks,
Whirlpool Corp.
Eileen Hsu, Director, Sales Enablement, **Cisco**
Jill Renslow, Senior Vice President, Marketing and Business Development, **Mall of America®**
Emily Shannon, Digital Director, **Mall of America®**

2:45 – 3:50 pm

Innovation Coffee House

Meet and mingle with fellow attendees during this networking break designed to build your innovation idea funnel and support system. Select three topics from among 15 choices (ranging from managing innovation project setbacks to using rapid prototyping to finding partners in the innovation ecosystem) and join others in sharing ideas and experiences.

By shifting groups every 15 minutes, you will meet people from a range of disciplines and industries who will provide new ideas and perspectives—and perhaps an "ah-ha" moment to apply to your business.

3:50 – 3:55 pm

5 Minutes of Inspiration

Beth Glass, Proctor and Gamble Company

3:55 – 4:25 pm

Increased Digital Engagement: Reach Customers at Every Touchpoint

While 3M products have revolutionized the world, 3M executives know that products alone are not enough to build the kind of relationships that ensure customer satisfaction and grow share of wallet. Using a case study approach, the speaker will share the impact of 3M's strategy to extend innovation beyond products and across every possible consumer touchpoint. Applying the right advanced social media tactics and metrics has led to increased reach and influence with customers, plus a whole new toolkit for their team.

Raj Rao, Vice President, Global eTransformation, **3M**

4:25 – 5:15 pm

Experience in Connection: Innovation's Next Frontier

What raises innovation above invention is adoption. Today, broad adoption usually takes place when a familiar activity is transformed into an easier, more engaging and value-adding experience. As the world becomes populated by "smarter" devices—with sensors/processors/code fusing into the actual delivery—coders and device builders must be "experience designers." When customers are constantly seeking the next great experience, sustainable brand leadership will depend on a combination of an innovation-friendly culture; scalable and consistently improvable processes; and platforms that let scarce talent begin adding value as quickly as possible, rather than wasting effort on commodity capabilities. This new environment demands that a company's "IT" capabilities evolve from being primarily a cost-centric improver of internal processes to becoming a prime designer of the customer experience. Our speaker brings the perspective of the four-times-named World's Most Innovative Company. Hear internal lessons learned and observations of how to best contribute to customers' success. This end-of-day session will also reflect and combine key points from the day's earlier sessions to lay a foundation for Day 2 of this Master Class program.

Peter Coffee, Vice President of Strategic Research, **Salesforce.com**

Networking Reception 5:15 – 6:30 pm

Thursday, June 11, 2015

Registration and Breakfast 7:45 – 8:15 am

Welcome and Review of Key Takeaways 8:15 – 8:30 am

8:30 – 9:15 am

Show Me the Money: The Measurable Results of Innovation

Innovation often has the reputation of being too intangible, but showing results for innovation investment is critical. Compelling results often bring needed new resources, whereas scanty or vague results can mean the deceleration (or death) of a project. Learn from two senior practitioners how to drive efficiencies in the development and launch process, digest global insights while navigating internal complexity to deliver new innovations across more than 70 business units, bring forecast attainment forward, and use alpha customers in new product development stage gates to demonstrate tangible business success.

Kieran Smith, Innovation Director, **Eastman Chemical Company**
Ingrid Blair, Vice President, Business and Marketing, 3M Drug Delivery Systems, **3M**

9:15 – 9:35 am

Engaging Teams in the Quest for Continuous Innovation

Providing customers with innovations that help them do their work better, faster, and cheaper helps a company keep its competitive edge. But, equally important and profitable to a company are innovations—mostly invisible to the outside world—in their internal processes. These innovations often lower costs, increase productivity, and improve employee morale in disciplines ranging from HR to billing to sourcing. Learn how one operations director engaged teams in identifying and pursuing innovation opportunities, resulting in double-digit efficiency gains!

Sanjay Gupta, Director of Operational Excellence, **SWM International**

9:35 – 10 am

Integrating Design Thinking and Design for Six Sigma

A lot has happened since Design for Six Sigma was developed in the late 90s. Product cycles have shrunk, customers expect more and technology change has accelerated. Techniques for addressing the new design world have arisen such as design thinking, customer centric design, minimum viable product and agile development. But these techniques don't include many of the good approaches in DFSS. Integrating these new techniques with the best of DFSS can yield rapid, robust, customer centric designs.

Richard P. Hegeman, Director, **Verizon Design and Innovation**

Networking Refreshment Break 10:00 – 10:15 pm

10:15 – 10:45 am

HEART + MIND: Designing Meaningful Experiences

The next generation of design is about experiences that stick-which is all about the emotional and the rational. This session includes lessons on DESIGN - and how it relates to business customers and innovation, UNDERSTANDING - tech, trends, and the user (customer), ALIGNMENT /GOALS - customer vs company and how design can help the APPROACH/ PROCESS.

Byron Trotter, Manager, Advanced Design, **3M**

10:45 am – 11:30 am

Strategic Innovation: What Works Well and When to be Wary

"Build in even more ways to hear from each other", say our enthusiastic past attendees. To that end, this panel discussion does just that. Hear the results and implications of the strategic innovation survey made available to pre-registrants before June 9th, additional insights developed by several peer panelists during the related pre-Conference workshop AND then further build on those insights - together. As experienced the last two years, the microphones for each attendee elicits the "ah has" from all corners of the room.

Moderators:
Brian Christian, Managing Partner, **The Inovo Group**
Larry Schmitt, Managing Partner, **The Inovo Group**
Panelists:
Surprise Peer Panelists

11:30 am – 12:15 pm

The Defining Characteristics of a Culture of Innovation Discussion

This session will pull together some of the culture levers speakers and participants have infused into their sessions thus far. The group will quickly review what ideas have emerged that keep innovation fresh and employees at peak performance.

Moderator:
Anne Greer, Co-director, **Innovation Master Class**
Panelists:
Amy Ashley-Raher, Talent Development, **Caterpillar**
Deborah Hudgins, Vice President, Change Management, **Prudential Financial**
David Underwood, Head Talent Management & Analytics, **CSAA Insurance Group**

Lunch 12:15 – 1 pm

1:05 – 1:10 pm

5 Minutes of Inspiration

1:10 – 1:35 pm

Partnering: The Secret to Expanding Your Innovation Capability

Engaging with other companies can unlock innovation, leverage capabilities, ensure speed to market, and offer a path to exponential growth. It can also be frustrating, disappointing, or a combination of both. Learn from a seasoned relationship-builder how to maximize your chances of success—including how to identify potential partners, anticipate the most common partnership issues, and manage through the rough patches to ultimate success.

Bill Aimutis, Ph.D., Director, Global Food Research, North America, **Cargill**

1:35 – 1:40 pm

5 Minutes of Inspiration

1:40 – 2:10 pm

What Happens When You Engage Your Entire Organization in Innovation? The Results Might Surprise You – They Surprised Us

Is your culture one where R & D is thought to be primary source of new products and innovations? Do your business teams get impatient with the pipeline? Do you have a good culture of co-development with your customers but find the time-to-market of new products slow? Do the majority of your employees, believe only the "Einstein's" are responsible for innovation? An eight-year "case study" provides us with a blueprint for delivering surprising growth through innovation skills and processes that are the work of everyone, every day. While the various businesses progress at their respective speeds, the business conglomerate is achieving over 50% of annual revenue from new products and services. This story has commitment, process and people-understanding at its core.

Thomas G. Kinisky, CEO and President, Saint-Gobain, **Performance**

2:10 – 2:40 pm

Leading the Charge of Rapid Change - The Tale of a Thrivent New Business

Pam Moret, CEO, **brightpeak financial**

2:40 – 2:45 pm

Evaluations and Wrap-up

POST-CONFERENCE: The Future Begins Now

Thursday, June 11, 2015

3 – 4:45 pm

In-Depth Debrief and Action Planning

This post-conference workshop is designed to convert lessons learned into tangible action plans. Starting with a round-robin review of conference insights and highlights, participants will then share their action lists and get feedback and ideas from others. The priceless payoff? Participants leave this Master Class with a solid plan for advancing and enhancing innovation within their organizations—not to mention a newly minted network of innovation experts to help them as they implement.

Facilitator:

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

Please sign up for this optional activity when you register. It is included in your conference registration fee. All registrants for this session will receive a free 30 day Innovation App that will reinforce key innovation messages while users can compete with each other for the highest score and a prize!

REGISTRATION INFORMATION

Innovation

Online www.conferenceboard.org/innovation

Email customer.service@conferenceboard.org

Phone 212.339.0345 *8:30 AM –5:30 PM ET, Monday – Friday*

Conference Pricing:

Take advantage of a deeply discounted registration if you register early.

Members **$2,295** Non-Members **$2,895**

Pre-Conference Workshops:

New Partnership and People Models for Breakthrough Innovation

Strategic Innovation

Members **$605** Non-Members **$705**

Registration for Strategic Innovation workshop is FREE for attendees registered for the New Partnership workshop and **$50** for attendees registered for the conference only.

Post-Conference Workshop

Registration for the post-conference workshop is FREE for conference attendees. If you will be attending, please sign up during registration

Space at each of the workshops is limited.
You must pre-register to secure your place.

Conference Location and Hotel Accommodations

Transportation will be provided between the Sheraton hotel and the 3M Innovation Center on each day of the conference.

3M Innovation Center
2350 Minnehaha Avenue
Maplewood, MN 55144
Tel 888.364.3577

Sheraton St. Paul Woodbury
676 Bielenberg Dr.
Woodbury, MN 55125
Tel 651.209.3280

Room cut-off date:
May 26, 2015

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.

Program subject to change. May 2015

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