Today we are all living and working “outside the box.” The question is, will your company drive the disruption or be driven by it?

5th Annual **Innovation Master Class**

Design for Disruption — Structuring, Supporting and Testing Your Innovation Engine

**Conference**
October 3–4, 2017
Coca-Cola World Headquarters
Atlanta, GA

**Pre-Conference Seminar**
Future-Focused: Trends, Forecasts, and the Science of Revolutionary Change
October 2, 2017

Seats sell out quickly every year – Reserve your spot today.

www.conferenceboard.org/innovation
Hear from Advanced Innovation Practitioners Who Mastered World-Changing, Reality-Shifting Disruptions

The Innovation Master Class is a highly interactive event at which experienced innovation leaders come together to exchange ideas, methods, challenges and case studies.

Additional speakers include:

- Phil Chung, UX Manager, Google
- Dan Gittsovich, Director of Corporate Strategy, 3M
- Chris Hellmann, Global VP and GM, Coca-Cola Freestyle Division, The Coca-Cola Company
- Meghan Herman, Inclusion and Innovation Lead, Shopify
- Sam Hsu, Executive Vice President, Strategic Planning, Ecolab
- Sarah Iselin, Chief Strategy Officer, GuideWell
- Robert Kolodgy, Executive Vice President and CFO, Blue Cross Blue Shield Association
- Jason Kraynek, Vice President, Business Transformation & Innovation, Fluor
- Ataman Ozyildirim, Ph.D., Director, Business Cycles and Growth Research, The Conference Board
- Richard Perez, Applied Product Innovation Capability Manager, Procter & Gamble
- Gladys Rosa-Mendoza, Fmr. Director of Innovation, CertainTeed Corporation (Saint-Gobain S.A.)
- Eli Rosner, SVP and Chief Technology Officer, NCR
- Michelle Routh, Chief Enterprise Architect, The Coca-Cola Company
- Sherry Sanger, Senior Vice President, Marketing, Penske Logistics
- Peter Scott, Vice President of Emerging Media and Innovation, Turner Studios
- David Stafford, Executive Vice President for Personnel and CHRO, Michelin North America
- Thomas Thurston, Founder, Growth Sciences and Managing Director, WR Hambrecht Ventures

Gain Relevant Actionable Insights that will Super-Charge your Innovation Capabilities

This year we have built the Innovation Master Class around five intertwined threads:

**TOOLS**
- Improve your tools for ideation, design thinking, front-end innovation;

**RESOURCES**
- Use metrics to allocate your resources effectively among the most promising core, adjacent, and transformative projects

**STRUCTURES**
- Create structures, both internally and with external partners, to foster entrepreneurial thinking and action

**CULTURE**
- Grow and maintain a culture of innovation

**MEGATRENDS**
- Understand some of the megatrends in technology, demographics, and the environment, among others, that will set the stage for future opportunities and challenges

None of these threads is truly independent of the others, and every session is likely to touch on more than one; but to help illuminate your Master Class experience, we have indicated the primary theme associated with each session.

www.conferenceboard.org/innovation
Past Attendees include Cross-Industry Leaders from:

- 3M Company
- Allstate Insurance Co.
- Altria Group, Inc.
- American Express
- Armstrong World Industries, Inc.
- Boeing Company
- Bristol-Myers Squibb Company
- Caterpillar Inc.
- Cintas Corporation
- Cisco Systems Inc.
- Corning Incorporated
- Deere & Company
- Eastman Chemical Company
- eBay, Inc.
- Eli Lilly and Company
- Exxon Mobil Corporation
- FedEx Corporation
- Gartner, Inc.
- General Mills, Inc.
- Gillette Company
- Henry Schein
- Hilton Inc.
- Honeywell International
- Hormel Foods Corporation
- Kimberly-Clark Corporation
- Land O’Lakes, Inc.
- McDonald’s Corporation
- Merck & Co.
- Microsoft Corporation
- Procter & Gamble Inc.
- Prudential Financial Inc.
- Salesforce.com
- Sherwin-Williams Company
- Stanley Black & Decker, Inc.
- State Farm Insurance Companies
- Target Corporation
- Thrivent Financial
- Verizon Communications, Inc.
- Whirlpool Corporation

Network and Learn Alongside Senior-Level Practitioners from Fortune 1000 Companies:

Attendee by Function

- Innovation
- Sales/Marketing
- Product Development
- Technology
- Research & Development
- Other

Innovation Master Class has a New Home!

For our 5th year of this consistently sold-out event, we are excited to announce that we are holding the Innovation Masterclass in the burgeoning tech hub of Atlanta and it will be hosted by one of the United States’, and the world’s, most iconic brand and product innovators, Coca-Cola. Attendees will get to visit the World of Coca-Cola.

Networking Reception at the World of Coca-Cola

Explore the fascinating story of Coca-Cola during the networking reception at the World of Coca-Cola.

Interested in Sponsorship Opportunities? Contact Michael Felden at michael.felden@conference-board.org

Follow Us on Twitter: @Conferenceboard #tcbinnovation
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www.conferenceboard.org/innovation
Future-Focused: Trends, Forecasts, and the Science of Revolutionary Change

This highly interactive one-day seminar features workshops that will enhance your ability to understand and leverage trends; to use data to predict successful innovations; and to envision the future by helping shape it. Every session will give you hands-on opportunities to use new techniques to predict, understand, and influence the forces determining the success of your next innovation.

Registration and Continental Breakfast: 8 am – 9 am

Welcome and Introductions: 9 am – 9:15 am

9:15 am – 12:00 pm

Transcendent Innovation: The Art and Science of Creating the Future

The great computer scientist Alan Kay said that the best way to predict the future is to invent it. Right now other people are inventing the future our children will inherit. The question is, will you try to resist it, to adapt to it, or to be among those that shape the future?

This interactive two hour workshop, based on the behavioral, cognitive and social drivers behind the adoption of revolutionary ideas and technologies, will give you an opportunity to learn and practice some of the levers of envisioning the future, inventing transformative products and solutions, and inspiring behavior change at scale.

Udaiyan (U.J.) Jatar, Chief Strategy Officer, Ops-Fuel
Reiner Lomb, author, The Boomerang Approach: Return to Purpose, Ignite Your Passion

(Note: This session will include a 15-minute networking break.)

Lunch: 12:00 pm – 1:00 pm

1:00 pm – 3:30 pm

Building a Future Perspective: Tools to Develop Trends into Insights

Participants will engage in a research-based deep dive into a trend shaping the business environment, using small group exercises to explore and elaborate on implications and innovation opportunities. Participants will have exposure to a tool and thought process to build a broader perspective on the impacts of trends: how trends spill into adjacent spaces; the interconnectivity of trend implications; and key insights from trends. Attendees will be asked to read two articles prior to the workshop.

Alice Griffin, Director, Global Marketing, Eastman Chemical Company
Glenda Eilo, Director, Strategic Marketing & Innovation, Eastman Chemical Company
Mirth Hoyt, Market Analyst, Eastman Chemical Company

Networking Break: 3:30 pm – 3:45 pm

3:45 pm – 5:45 pm

Can You Forecast the Winning Project? The Data Say Yes

Through this interactive workshop you will learn and begin to practice a data-driven approach to identifying promising innovation projects and discover why this method has a demonstrated success rate far above the norm.

Participants will:
❖ Test your forecasting ability against real business cases, and discuss the processes used to make your forecasts;
❖ Learn how to use a set of counter-intuitive statistical insights in making predictions;
❖ Develop a second set of predictions guided by those new criteria – once again comparing against actual results;
❖ Increase your awareness of the strengths and weaknesses offered by each predictive strategy;
❖ Understand how to make more deliberate and accurate predictions in the context of innovation.

Thomas Thurston, Founder, Growth Sciences and Managing Director, WR Hambrecht Ventures

Closing Remarks 5:45 pm – 6:00 pm
Registration and Continental Breakfast: 8 am – 9 am

Welcome and Introductions: 9 am – 9:10 am
Conference Chair: 
 kinetic Sturtevant, Program Director, Applied Innovation Council II, The Conference Board

9:10 – 9:55 am
The Power of Design
Insights, experiences and inspiration from the designer innovating one of the planet’s most iconic brands
James Sommerville, Vice President, Global Design, The Coca-Cola Company

9:55 am – 10:55 am
MEGATRENDS The Amazon Approach to Innovation
Learn how one of the most innovative companies on the planet thinks about innovation, and see examples of how the Amazon approach tackled specific challenges.
Carletta Ooton, Vice President, Health and Safety, Sustainability, Security & Compliance, Amazon

Refreshment Break: 10:55 am – 11:10 am

11:10 am – 11:55 am
MEGATRENDS Navigating the New World of Co-Creation
Gain insights from NCR’s “pipe to platform” business model transformation that allows co-creation of value while maintaining competitive advantage – and learn about the cultural as well as technological changes that make these innovations possible.
Eli Rosner, SVP and Chief Technology Officer, NCR

11:55 am – 12:30 pm
STRUCTURES Creating Change in an Industry that Has Resisted It
Learn how an innovation leader is changing a change-resistant health insurance environment, by identifying market problems and developing new innovative solutions to be rapidly designed, prototyped, and commercialized. Gain insights on making change possible, whatever your sector.
Sarah Iselin, Chief Strategy Officer, GuideWell

12:30 pm – 1:30 pm
Lunch and Idea Exchange
Before arriving and while here, attendees will be encouraged to offer questions they would like to ask, and experiences they would like to share, under one or more of the themes of the Master Class: Tools, Resources, Structure, Culture, Megatrends/Other. During this session designated tables will contain questions and experiences submitted under one of the themes, so that attendees can exchange ideas before, during and after lunch.

1:30 pm – 2:25 pm
CULTURE Building a Culture of Disruption
Sears. Kodak. Borders. Blockbuster - all once market leaders. Now, all but gone. Why? They failed to embrace and create a culture of disruption, not recognizing the opportunities to innovate and dramatically shift the customer’s experience. Find out how companies deliberately build a culture of disruption that keeps them on the cutting edge decade after decade. Gary Magenta, SVP and Chief Change Architect of change consulting company, Root Inc., unveils the secrets to disruptors—both new entrants and existing companies. In this highly interactive and experiential session, Gary shares the formula for disruption from his forthcoming book, “Disrupt, Defy and Differentiate”. In the first half of this session, Gary defines customer experience disruptors, while the second half focuses on idea-generation, during which attendees discuss how they can create innovative customer experience radicals at their own organizations.
Gary Magenta, SVP and Chief Change Architect, Root Inc.

2:25 pm – 3:05 pm
CULTURE It All Starts with People: Setting the Right Conditions for Employees to Innovate
An engineer’s evolution to the realization that having the right engaged, motivated people was the essential first step to innovation.
David Stafford, Executive Vice President for Personnel and CHRO, Michelin North America

3:05 pm – 3:50 pm
TOOLS Design Lab: Innovations for a Social Good, Stage I – Empathize, Define, and Ideate
Through a series of breakouts over the next two days, participants will hone and apply their design thinking skills to develop innovations for the YWCA of Greater Atlanta and its STEM Initiatives for Girls. By the conclusion of the conference, we will have proposals for real-world innovations to advance the mission of this great part of the Atlanta community. In this first stage, we will learn about and empathize with our users, define the challenge, and begin ideation.
Gladys Rosa-Mendoza, Fmr. Director of Innovation, CertainTeed Corporation (Saint-Gobain S.A.)
AGENDA

DAY 1 • TUESDAY, OCTOBER 3, 2017

Refreshment Break: 3:50 pm – 4:00 pm

4:00 pm – 5:30 pm Concurrent Sessions

Concurrent Session A: Innovation Sciences

Concurrent Session A1: 4:00 pm – 4:45 pm

TOOLS New Ways of Thinking: Measuring and Improving the Fuzzy Front End
Learn from research with leading CMOs which disruptive thinking techniques have been shown to improve ideation impact.
Sherry Sanger, Senior Vice President, Marketing, Penske Truck Leasing

Concurrent Session A2: 4:45 pm – 5:30 pm

TOOLS Application of Cognitive Styles towards Team Innovation
Learn how to apply the Basadur Creative Problem Solving and Innovation psychometric instrument with innovation teams, and discover how to use it to:
✦ Raise individual self-awareness for problem solving styles and increase the appreciation of other styles;
✦ Turn style tensions between team members from a liability into an asset to drive performance and results;
✦ Encourage individual natural strengths as part of the innovation process while modulating behaviors to compensate for potential gaps.

Both the theory behind the framework and team case studies will be reviewed. Participants will be given the opportunity to take the instrument via a 10 minute on-line questionnaire.

Richard Perez, Applied Product Innovation Capability Manager, Procter & Gamble
Dr. Min Basadur, Center for Research in Applied Creativity; Professor Emeritus, DeGroote School of Business, McMaster University

Concurrent Session B: Studies in Culture Building

Concurrent Session B1: 4:00 pm – 4:45 pm

CULTURE Inclusion: Innovation’s Not-So-Secret Sauce
In a hyper-competitive global marketplace, diversity of thought and inclusion are no longer optional. An increasing body of research highlights the positive impact that diversity of thought has on innovation, and teams are far better positioned to identify blind spots and bugs when they are diverse and empowered through inclusive approaches to think differently and problem-solve creatively. Learn Shopify’s strategies for leveraging inclusion and diversity to drive innovation.

Meghan Herman, Inclusion and Innovation Lead, Shopify

Concurrent Session B2: 4:45 pm – 5:30 pm

CULTURE A Case Study in How Google Innovates HR
Learn how Google used its design thinking process to innovate HR and thereby further build its innovation culture.
Phil Chung, UX Manager, Google

5:30 pm – 6:20 pm

STRUCTURES The Bridge: Open Innovation
A case study on open innovation illuminating:
✦ The goals behind The Bridge, the unique, Israel-based commercialization program for startups offering software solutions;
✦ The value and the challenges of this particular structure for fostering innovation;
✦ How partners as diverse as Coca-Cola, Turner Broadcasting, and Mercedes-Benz work together at The Bridge to advance solutions around common technology interests.

Peter Scott, Vice President, Emerging Media and Innovation, Turner Studios
Michelle Routh, Chief Enterprise Architect, The Coca-Cola Company

Closing Remarks: 6:20 pm – 6:30 pm

Conference Chair: Kinthi Sturtevant, Program Director, Applied Innovation Council II, The Conference Board

6:30 pm – 9:30 pm: Reception and Tour of the World of Coca-Cola

www.conferenceboard.org/innovation
AGENDA

DAY 2 • WEDNESDAY, OCTOBER 3, 2017

Registration and Continental Breakfast: 8 am – 9 am

Welcome and Introductions: 9:00 am – 9:15 am

Conference Chair: Kinthi Sturtevant, Program Director, Applied Innovation Council II, The Conference Board

9:15 am – 10:00 am

MEGATRENDS Routes to the Future

The future of transportation and global supply chains; the innovative structures and approaches that will be needed to meet that future; and the kind of leadership that sparks such innovation.

Alan Gershenhorn, Executive Vice President, Chief Commercial Officer, UPS

Concurrent Session C1: 10:00 am – 11:00 am

RESOURCES Signposts of Innovation – Best When Viewed Holistically and Implemented through Collaborative Cultures

Gain insights into exclusive Conference Board research on developing measurement frameworks for effective innovation. Hear about the lessons from the latest Global State of Innovation Survey conducted jointly with InnovationOne.

Ataman Ozyildirim, Ph.D., Director, Business Cycles and Growth Research, The Conference Board

Victor Assad, Managing Partner, InnovationOne

Concurrent Session C2: 10:00 am – 11:00 am

TOOLS Data-Driven Innovation: The Latest Insights

New insights from acclaimed data scientist Thomas Thurston, whose method has been shown to predict innovation success with remarkable 67 percent accuracy.

Thomas Thurston, Founder, Growth Sciences and Managing Director, WR Hambrecht Ventures

Refreshment Break: 11:00 am – 11:15 am

11:15 am – 12:00 pm

MEGATRENDS Designing the Digital Organization and Worker Experience

To innovate optimally and systematically, companies must organize for innovation. This involves designing new ways of working that explicitly support business strategy, build new organizational capabilities, and drive the behaviors, work practices, and mindset needed for disruptive creativity and realization of new business models. Mimi Brooks, CEO of Logical Design Solutions, explains the “what”, “why”, and “how” of building the organization of the future, with a perspective on human/machine interaction and the digital employee experience as critical enablers of both the innovation process and the outcome of innovation itself.

Mimi Brooks, CEO, Logical Design Solutions

12:00 pm – 12:45 pm

TOOLS Design Lab: Innovations for a Social Good, Stage II – Prototyping

Groups of participants will take ideas generated on Day 1 and select or combine ideas for rapid prototyping through free build, feedback, and refining of designs. Descriptions of final prototypes will be shared via Sli.do

12:45 pm – 1:45 pm

Lunch and Idea Exchange

Continuing the exchanges from Day 1, attendees will have opportunities to share questions and experiences under the Master Class themes of Tools, Resources, Structure, Culture, and Megatrends/Other before, during and after lunch.

1:45 pm - 2:30 pm

CULTURE Engaging Employees and Prioritizing Ideas – All with a Three-Word Metric

How does global engineering and construction company Fluor keep its employees engaged and energized to keep innovating, yet focused by a clear metric to prioritize ideas? Learn how a crystal-clear, three-word metric has formed the basis for Fluor’s innovation program and resource allocation choices.

Jason Kraynek, Vice President, Business Transformation & Innovation, Fluor

2:30 pm – 3:15 pm

RESOURCES The CFO/Strategic Planning Perspective on Innovation

What are the dynamics of balancing the need to invest in innovation and the traditional fiduciary role of the CFO? How is investment in innovation viewed within a larger strategic framework? How can understanding these perspectives early in the process enhance your innovation pipeline?

Dan Gittsovich, Director of Corporate Strategy, 3M

Robert Kologdy, Executive Vice President and CFO, Blue Cross Blue Shield Association

Sam Hsu, Executive Vice President, Strategic Planning, Ecolab

Moderator:

Dan Simpson, Program Director, Council of Strategy Executives, The Conference Board

Refreshment Break: 3:15 pm – 3:30 pm

www.conferenceboard.org/innovation
3:30 pm – 4:15 pm

**STRUCTURES**
Case Study: Disruptive Innovation… Is It Always A Good Idea? The Coca-Cola Freestyle Case Study

Innovation is a business imperative, but it can come in all shapes and sizes. This session will define different types of innovation through familiar case studies. It will also present the Coca-Cola Freestyle Case Study and evolving strategy of this disruptive innovation.

Chris Hellmann, Global VP and GM Coca-Cola Freestyle Center, The Coca-Cola Company

4:15 pm – 5:00 pm

**TOOLS**
Design Lab: Innovations for a Social Good – Presentation of Prototypes

Master Class participants will review the submitted descriptions of final prototypes submitted via Sli.do, and vote on which appear most promising. The three teams with the most highly-ranked prototypes will discuss their proposals and processes with attendees, and all submitted prototypes will be shared with our nonprofit.

**Closing Remarks:** 5:00 pm – 5:15 pm

Conference Chair: Kinthi Sturtevant, Program Director, Applied Innovation Council II, The Conference Board
REGISTRATION INFORMATION

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:

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Fees do not include hotel accommodations.

Pre-Conference Pricing:

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Conference Location

Coca-Cola World Headquarters
One Coca-Cola Plaza
Atlanta, GA 30313

Hotel Accommodations

Crowne Plaza Atlanta Midtown
590 West Peachtree St NW
Atlanta, GA 30308
Tel: 855-646-8549

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.