

**PRESENTS:**

**October 21 & 22, 2009, Crowne Plaza Hotel, New York, USA**

# Optimizing Innovation **2009**



*Immerse yourself in a world of innovation, learn from leading experts and put yourself on the road to maximizing your innovation processes, embedding innovation culture across all divisions to positively impact your bottom line and increase customer loyalty*

 **Ask for our EXCLUSIVE offer!**

 **Connect, learn, benchmark and network with leading innovators**

 **Experience New York City during our Social Networking Activities**

 **Treat yourself to our VIP pass!**

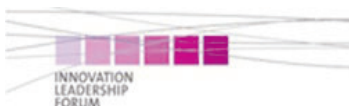
 **Test & play with the new innovative products**

**In collaboration with:**

Fahrenheit**212**

 **CogniStreamer®**

 **CREAX**  
creativity for innovation

 **INNOVATION LEADERSHIP FORUM**

 **ispim**  
International Society for Professional Innovation Management  
www.ispim.org

 **Technology Review**  
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# Optimizing Innovation 2009



## Confirmed experts from leading innovative companies:



**Jack Anderson**  
Innovation Specialist  
**CHEVRON**



**Ellen Levy**  
VP of Corporate  
Development and  
Strategy  
**LINKEDIN**



**Moises Noreña**  
Director of Global  
Innovation & PMR  
**WHIRLPOOL**



**Roopa  
Unnikrishnan**  
Senior Director of  
Worldwide Strategy  
& Innovation  
**PFIZER**



**Steven Faktor**  
VP, Head of  
Chairman's Innovation  
Fund and Portfolio  
Management  
**AMERICAN  
EXPRESS**



**Simon Dewulf**  
Managing Director  
**CREAX**



**John Paul Parker**  
**OFFICE OF THE  
DIRECTOR OF  
NATIONAL  
INTELLIGENCE**



**Dr. Daniel  
Sturman**  
Engineering Director  
**GOOGLE**



**David Matheson**  
Co-founder,  
President and CEO  
**SmartOrg Inc.**



**Don Creswell**  
Co-founder  
**SmartOrg Inc.**



**Karen Morris**  
Vice President, Chief  
Innovation Officer  
**CHARTIS  
INSURANCE**



**Dr. Steven Goers**  
VP Open Innovation  
& Investments  
**KRAFT FOODS**



**Francois Ragnet**  
Managing Principal,  
Technology  
Innovation -  
Specialist in R&D  
Transfer  
**XEROX**



**Wim Soens**  
Managing Partner  
**CogniStreamer**



**Mauro Porcini**  
Head of Product  
Design Worldwide -  
C&O  
**3M**



**Dr. Guido Petit**  
Senior Director  
**ALCATEL-  
LUCENT**



**Robert Repetto**  
Director, New  
Technology and  
Innovation  
**WYETH BIOTECH**



**Halina Karachuk**  
VP of Innovation  
**AXA EQUITABLE**



**Randy Carlson**  
Global Innovation  
Director  
**DIAGEO**



**Patrick  
O'Riordan**  
Global Director of  
Insights & Innovation  
**ANHEUSER  
BUSCH-INBEV**



**Rajendra  
Seksaria**  
AVP, Business &  
Process Integration  
**AT&T**



**Joe Boggio**  
Director of  
Innovation  
Management  
Solutions  
**MICROSOFT**



**Michael Steep**  
Chief of Operations  
**MICROSOFT**

Don't miss Your Talking Circles for further debates and brainstorming!



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# Optimizing Innovation 2009



## DAY 1, 21st October 2009

08:15 CONNECTING WELCOME & OPENING

ICE-BREAKING SPEED NETWORKING  
GETTING TO KNOW EACH OTHER

08:30 OPENING REMARKS FROM THE CHAIRPERSON

Jack Anderson, Innovation Specialist, **CHEVRON**

08:45 OPENING PRESENTATION

GENERATING INNOVATIVE IDEAS THROUGH SOCIAL NETWORKING

- > Understanding why social networking is not just the latest fad and discovering major trends related to social networking and global work
- > Defining social networking and how to differentiate between types
- > Uncovering what is happening in the workplace and why social networking matters
- > Learning about LinkedIn – what you would want to know but probably don't about the company and the service

Ellen Levy, VP of Corporate Development and Strategy, **LINKEDIN**

09:30 KEYNOTE CASE STUDY

EMBEDDING INNOVATION THINKING ACROSS ALL DIVISIONS TO DRIVE PASSION IN INNOVATION

- > Effectively communicating internally your innovation strategies and their benefits
- > Uncovering innovators throughout the organization and involving them in the development phase
- > Creating out-of-the-box thinking sessions to promote innovation and encourage innovative thinking
- > Fostering an innovation philosophy that the entire organization will embrace
- > Promoting inter-business unit collaboration to increase innovative projects
- > Developing a more holistic view of innovation among your innovation leaders and employees

Moises Noreña, Director of Global Innovation & PMR, **WHIRLPOOL**

10:15 KEYNOTE JOINT PRESENTATION

CREATING A SYSTEMATIC APPROACH TO MANAGING INNOVATION

- > Leveraging social networking technologies to enable colleagues to provide, assess and network around ideas
- > Creating an advisory board of external thought leaders to brainstorm with senior leaders
- > Establishing a set of rewards mechanisms to motivate innovation behaviors
- > Developing teams and processes to drive ideas to execution

Roopa Unnikrishnan, Senior Director of Worldwide Strategy & Innovation **PFIZER**

11:00 CONNECTING BREAK

11:30 KEYNOTE CASE STUDY

INNOVATING SERVICES IN UNPREDICTABLE TIMES

A credit card is odorless, unquilted, and definitely not delicious. Despite these physical limitations, its prominence grows, as does its risk of irrelevance. Some companies confront this risk with courage and creativity. Others inch forward with uncertainty. Often, that choice is already embedded into the company's DNA. Even when innovation is not second-nature, it can and must be harnessed. Cultural change is not for the faint of heart, so it needs a plan. American Express applied the '4C's of Innovation™ to create and embed its top-down incubation program, which continues to adapt and thrive through turbulent times.

Steven Faktor, VP, Head of Chairman's Innovation Fund and Portfolio Management, **AMERICAN EXPRESS**

12:15 PARTNER SESSION

NOT NEW, BUT NEW FOR YOU.  
TAPPING INTO THE GLOBAL BRAIN FOR FASTER REALISATION OF NEW IDEAS

The biggest global brain is the patent database: 67 million well defined problems received adequate solutions. Existing solutions can be defined from outside the company's expertise. For example, what has been developed for textile fibre could work for hair fibre or paper fibre. Comparison of innovation success across sectors have shown a reproducible pattern in which innovation potential can be predicted, problems and solutions can be matched. New markets can be generated. The use of existing solutions is a sustainable way of innovating.

Simon Dewulf, Managing Director, **CREAX**

13:00 CONNECTING LUNCH

14:15 KEYNOTE CASE STUDY

INNOVATION AT GOOGLE STORY

- > Discovering the key aspects of Google culture that foster innovation
- > Understanding the importance of accepting failure within an organization
- > Utilizing "Launch and iterate" as a process for rapidly shaping and developing new concepts
- > Learning about Cloud Computing as a technical accelerator for launching new ideas

Dr. Daniel Sturman, Engineering Director, **GOOGLE**

15:00 KEYNOTE CASE STUDY

INTEGRATING CONSUMER NEEDS AND VIEWS IN YOUR INNOVATION PROCESSES

- > Focusing on customers' desires during the idea generation phase
- > Incorporating customer feedback and requirements into the research stage
- > Evaluating the efficiency of using systematic customer input techniques on difficult strategic decisions
- > Inviting selected customers to test prototypes to enhance product acceptance

John Paul Parker  
OFFICE OF THE DIRECTOR OF NATIONAL INTELLIGENCE

15:45 KEYNOTE CASE STUDY

DEVELOPING INNOVATION CAPABILITIES TO CONSOLIDATE INNOVATION GROWTH

- > Ensuring that there is sufficient capacity within the organization for ideas to become commercialized
- > Assuring that innovation facilities are adequate and up to standard whilst keeping costs down
- > Discovering new technologies for increased innovation realization
- > Using these consumers to create a balanced innovation portfolio

Jack Anderson, Innovation Specialist, **CHEVRON**

16:30 CONNECTING BREAK

17:00 INTERACTIVE TALKING CIRCLES

OPTIMIZING PROFITABLE GROWTH IN UNCERTAIN TIMES

New products fail to meet expectations anywhere from 40% to 70% according to industry studies. In today's economy, failure cannot be tolerated. This highly interactive session will focus on how you can improve your company's success rate. You will learn how companies like HP challenge traditional mental models to create market winners. A hands-on exercise will change the way you think about selecting, funding and commercializing innovation. The group will discuss how you can apply learnings to increase profit and growth for your company.

Session leaders:

David Matheson, PhD, Co-founder, President and CEO, **SmartOrg Inc.**  
Don Creswell, Co-founder, **SmartOrg Inc.**

18:15 CLOSING REMARKS FROM THE CHAIRPERSON

20:30 CONNECTING DINNER, FUN & SOCIAL NETWORKING

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# Optimizing Innovation 2009



## DAY 2, 22nd October 2009

### 08:30 OPENING REMARKS FROM THE CHAIRPERSON

**Karen Morris**, Vice President, Chief Innovation Officer  
**CHARTIS INSURANCE**

### 08:45 KEYNOTE CASE STUDY

#### IMPROVING THE "HOW" IN YOUR INNOVATION PROCESS

- > Implementing an Innovation Framework and aligning the organization
- > Integrating principles and approaches of knowledge management, open innovation and intellectual property into how everyone innovates
- > Asking the right questions, internally and externally, to improve your innovation efficiency and effectiveness
- > Addressing the open innovation derailers and enablers

**Dr. Steven Goers**, VP Open Innovation & Investments, **KRAFT FOODS**

### 09:30 KEYNOTE CASE STUDY

#### SUCCEEDING THROUGH SERVICE INNOVATION

*Realizing the vision of the "Less Paper" office - reducing cost, improving productivity and quality, and driving sustainability into our clients' document processes.*

- > Re-inventing a service offering around bleeding-edge technologies and business improvement methodologies
- > Investigating explicit and implicit collection of customer requirements to drive R&D
- > Re-thinking the technology innovation value chain
- > Examining the example of the "Digital Mailroom" and other paper-intensive business processes

**Francois Ragnet**, Managing Principal, Technology Innovation - Specialist in R&D Transfer, **XEROX**

### 10:15 PARTNER SESSION

#### IMPLEMENTING ENTERPRISE 2.0 INNOVATION

Facing the challenge of open innovation and crowd sourcing, more and more companies are looking at Web 2.0 tools to bring the answer. However, there are a number of issues in taking Web 2.0 tools that have succeeded in an open web environment and applying them to the enterprise. This presentation provides an insight into how to manage Enterprise 2.0 Innovation more efficiently and effectively, offering fresh and inspiring views on the Jazz of Innovation, Group Flow and the use of adaptive collaborative technology such as CogniStreamer's to harness human skill, ingenuity and intelligence.

**Wim Soens**, Managing Partner, **CogniStreamer**

### 11:00 CONNECTING BREAK

### 11:30 KEYNOTE CASE STUDY

#### BUILDING INNOVATION BY DESIGN IN A TECH-DRIVEN CORPORATION

- > Defining the role of design in the Innovation Process
- > Building, nurturing and maintaining a new design culture inside a tech-driven corporation
- > Investigating the key variable beyond the process: the role of people
- > Design Thinkers versus Designers in the innovation process: defining profiles and differences

**Mauro Porcini**, Head of Product Design Worldwide - C&O, **3M**

### 12:15 KEYNOTE CASE STUDY

#### FROM ENTREPRENEURIAL BOOT CAMPS TO OPEN INNOVATION: A CRITICAL AND COMPLEX INTERPLAY BETWEEN THE BEST PEOPLE INSIDE AND OUTSIDE YOUR COMPANY

Many companies refocus their attention on innovation and renewed leadership in a world of constant and rapid change. Setting and managing the right expectations is critically important to creating sufficient positive energy and chemistry among employees to really change the innovation and entrepreneurial mindset in a company. Practical examples will be given, including video interviews with employees who experienced an Entrepreneurial Boot Camp to set up their own start-ups inside Alcatel-Lucent. The particular role of Human Resources in companies focusing on innovation will also be addressed.

**Dr. Guido Petit**, Senior Director, **ALCATEL-LUCENT**

### 13:00 CONNECTING LUNCH

### 14:15 INTERACTIVE DISCUSSION – PANEL & DEBATE

#### SUCCESSFULLY INNOVATING IN THE CURRENT ECONOMY

During this interactive session, the audience will have the opportunity to share and challenge the panel members on the following issues:

- > How to adapt your innovation business model to remain the innovation leader
- > How to spot new trends to come out of a crisis as an innovation winner
- > How to optimize your innovation process and capabilities to keep the competitive advantage

#### FACILITATOR:

**Robert Repetto**, Director, New Technology and Innovation, **WYETH BIOTECH**

#### PANEL MEMBERS:

**Halina Karachuk**, VP of Innovation, **AXA EQUITABLE**

**Randy Carlson**, Global Innovation Director, **DIAGEO**

**Karen Morris**, Vice President, Chief Innovation Officer

**CHARTIS INSURANCE**

### 15:00 KEYNOTE CASE STUDY

#### BALANCING SHORT, MID- AND LONG-TERM INITIATIVES IN YOUR INNOVATION PIPELINE

- > Understanding the importance of strategy & process to deliver more consistency & reliability in innovation
- > Balancing renovation & innovation
- > Discovering the pathways of timed introductions

**Patrick O'Riordan**, Global Director of Insights & Innovation

**ANHEUSER BUSCH-INBEV**

### 15:45 CONNECTING BREAK

### 16:15 KEYNOTE CASE STUDY

#### SUCCESSFULLY MANAGING YOUR INNOVATION PROCESSES

- > Streamlining your innovation process to minimize risk and product failure
- > Discovering and developing staff with creative minds in order to capitalize on their knowledge and optimize innovation processes
- > Customizing processes, tools and resources according to each innovation project to reduce costs and time to market
- > Evaluating and maximizing existing technical processes and aligning them to your innovation processes

**Rajendra Seksaria**, AVP, Business & Process Integration, **AT&T**

### 17:00 KEYNOTE CASE STUDY

#### OPTIMIZING INNOVATION: LESSONS LEARNED LEVERAGING THE OPEN INNOVATION MODEL

- > Open innovation offers amazing leverage to change the way we go to market
- > The key to big innovation is learning how to identify the right market opportunity
- > The problem is always culture and execution
- > Technology innovation is an orphan without its business model

**Joe Boggio**, Director of Innovation Management Solutions

**Michael Steep**, Chief of Operations, **MICROSOFT**

### 17:45 CLOSING REMARKS FROM THE CHAIRPERSON AND FROM CONNECTING GROUP

#### PAST CONNECTING GROUP INNOVATION ATTENDEES INCLUDE

- > AIRBUS
- > BARILLA
- > BASF
- > BOEING
- > COCA-COLA
- > DANONE
- > DAIMLER
- > DOW CHEMICAL
- > DUPONT
- > GE
- > HUGO BOSS
- > INTEL
- > KELLOGG
- > KIMBERLY-CLARK
- > MTV NETWORKS
- > NESTLE
- > PROCTER & GAMBLE
- > RESEARCH IN MOTION
- > SIEMENS
- > SHELL
- > UNILEVER