



THINK BEYOND TOMORROW

HSM
Inspiring Ideas

WORLD INNOVATION FORUM
May 5-6, 2009 | New York City



CREATING

ANTICIPATION

OF THE FUTURE

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Innovation is a driver for growth and profitability. In today's highly competitive, constantly changing and global marketplace, the ability to foresee where the market is heading is key for your business success. However, innovation still remains one of the most difficult practices to follow, as people tend to fall into habits and traditions.

Get inspired during two days at the **World Innovation Forum**. Join the greatest thought pioneers in the field of innovation — world renowned visionaries, creative problem solvers, bestselling authors, and business authorities. Dissect case studies, analyze theory and hear the latest dialogue from the innovation community as told by the experts themselves.



Clayton Christensen

Disruptive Innovation

Disruptive Innovation as a Platform for Growth

- Innovation: The source of competitive advantage, economic growth and wealth creation
- How to create opportunities: On disruptive innovation and asymmetry
- How to make a successful transition from one innovation wave to the next
- Can innovation be “managed”? How to make it a company-wide challenge
- Institutionalizing innovation: The role of the leader
- How to build on competencies and capabilities and shape an “innovation-friendly” organization
- Challenges in developing new growth businesses: From spotting opportunities to sustaining innovations

Clayton Christensen, world-renowned for his work on innovation and disruption, is the Robert and Jane Cizik Professor of Business Administration at the Harvard Business School. He is a sought-after business consultant and an advisor to some of America’s biggest companies. He’s been featured together with Intel’s Andy Grove on the cover of *Forbes* magazine under the title, “Andy Grove’s big thinker: Clayton Christensen tells how to survive disruptive technologies.”

Professor Christensen is the author of the bestselling books, *The Innovator’s Dilemma*, which received the Global Business Book Award for the best business book published in

1997; *The Innovator’s Solution*, which appeared in the *Business Week* bestseller list; *Seeing What’s Next*, and the recently released, *Disrupting Class*, which applies the concept of disruptive innovation to education.

Christensen received an MBA with High Distinction from the Harvard Business School in 1979 and his DBA in 1992. He has received the Best Dissertation Award from The Institute of Management Sciences as well as the 1995 and 2001 McKinsey Awards for articles published in the *Harvard Business Review*, among others. He is the founder of several companies including Innosight Institute, a non-profit think tank.



Fred Krupp

Eco-Innovation

How Innovators Can Win the Race for the Future: The Climate Challenge

- Transforming energy crisis, global warming and climate change from a moral challenge into a business opportunity
- The environmental story retold: What can be done to stop and revert the crisis
- Redefining the intertwining roles of experts, non profit organizations, government, and business leaders
- Optimism, entrepreneurs and the unexpected sources of innovation
- Powering the future: Who the game-changers are and how they are transforming the energy sector
- Why saving the planet can also drive profit and create wealth: Competition and eco-business

Fred Krupp is a pioneer in the use of market forces to attain ambitious environmental goals. His achievements run from strengthening the Clean Air Act to making the biggest corporate buyout in history, of the Texas utility TXU, contingent on climate action. He has advised presidents and partnered with DuPont, FedEx, GE, McDonald’s, and Wal-Mart. Along with co-author Miriam Horn, who is on staff at the Environmental Defense Fund, he has just released

an optimistic book, *Earth: The Sequel—The Race to Reinvent Energy and Stop Global Warming*. Krupp is president of the Environmental Defense Fund, a non-profit organization that links science, economics, law, and innovative partnerships with market leaders from the private-sector to create breakthrough solutions that protect the natural world while growing the economy. Krupp is a graduate of Yale with a law degree from the University of Michigan.



C.K. Prahalad

The New Age of Innovation

The Future of Innovation: On Customers, Needs, Global Resources, and Value Creation

- Shifting focus toward discovery and innovation: Why the nature of strategy and competitiveness is changing
- Generating value through innovative customer experiences
- How to unleash the hidden power of co-creating business in today's global ecosystem
- On innovation and value creation: How to enable unique and contextual customer experiences and leverage resources, ideas and talent globally
- From cost arbitrage to talent arbitrage: The essence of global networks
- The key to anticipate the needs of customers and markets in a constantly changing world: The development of an integrated business model

C.K. Prahalad is one of the most influential experts in corporate strategy. Globally well known for his contribution to strategic thinking and considered one of the 10 best gurus on administration and business, he is a distinguished professor at the Ross School of Business, University of Michigan. He is the co-founder and CEO of The Next Practice. A prominent world-class figure, Prahalad is a consultant and also a member of the Board of Directors of world-class companies. AT&T, Citigroup, Colgate Palmolive, Cargill, Motorola, Whirlpool, Honeywell, and Unilever are among his clients.

Professor Prahalad is the author of *The Multinational Vision*, *The Fortune at the Bottom of the Pyramid* and *The New Age of Innovation*. He is co-author, with Gary Hamel, of the bestseller, *Competing for the Future*, which has been considered one of the best business books of the '90s. He also wrote *The Future of Competition*, co-authored with Venkat Ramaswamy. A prolific writer, he is also the author of numerous award-winning articles. Prahalad was a member of the UN Blue Ribbon Commission on Private Sector and Development, and has received several honorary doctorates.



Paul Saffo

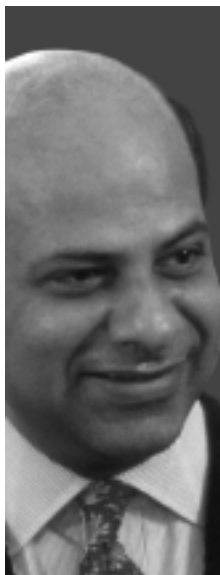
Future & Technology

Untangling the Future: Why Innovations Never Follow a Straight Line

- Technological innovation and its metaphors: From the linear timeline to the untangling future
- Emerging technologies that are reshaping the future
- Double helix analysis: Why watching late adopters can be as important as watching early adopters
- The essential role failure plays in the innovation process
- "Disinvention": Why the process of successively casting aside, displacing and recombining is the real engine behind innovation
- Empowering the intersections: The cross-impacts of innovations
- Lessons from the valley: What tech entrepreneurs can teach to any organization struggling to innovate

Paul Saffo is a forecaster and strategist with over two decades of experience exploring innovation and long-term technological change, as well as the practical impact both have on business and society. He is currently a Consulting Associate Professor at Stanford University. Mr. Saffo was the founding Chairman of the Samsung Science Board and serves on a variety of other boards, including the Long Now Foundation and the Singapore National Research Foundation Science Advisory Board.

He is an advisor to Red Planet Capital and 3i Venture Capital and has served as an advisor and Forum Fellow to the World Economic Forum. He is also a Fellow of the Royal Swedish Academy of Engineering Sciences. Saffo's essays have appeared in numerous publications, including *Harvard Business Review*, *Fortune*, *Wired*, *Los Angeles Times*, *Newsweek*, *The New York Times* and *The Washington Post*. He holds degrees from Harvard College, Cambridge University and Stanford University.



Vijay Govindarajan

Innovation in a Global World

Strategic Innovators: From Ideas to Execution

- Strategy as a future creation exercise: How to prepare for tomorrow's realities
- Why companies need to innovate continuously
- How to build a highly innovative business within an existing profitable business
- How breakthrough strategies should be executed
- Why it is necessary to "Forget, Borrow, Learn" to scale breakthrough ideas into a breakthrough business
- How to establish new performance criteria for breakthrough business
- The emotional infrastructure of innovative companies.

Vijay Govindarajan is widely regarded as one of the world's leading experts on strategy and innovation. He has been dubbed "one of the outstanding thought-leaders of the new generation," according to *The Wall Street Journal* and *Business Week*. He is a sought-after consultant who has worked with numerous Fortune 500 companies. Govindarajan has published seven books, including the international bestseller, *Ten Rules for Strategic Innovators*, named by *Strategy & Business* as the "Best Strategy Book of 2006" and ranked by *The Wall Street Journal* as a "Top Ten Recommended

Read." His articles have been published in the *Academy of Management Journal*, *Academy of Management Review*, *Strategic Management Journal*, *Harvard Business Review*, and *MIT Sloan Management Review*, among others. He has also been named "Top Five Most Respected Executive Coach on Strategy," by *Forbes*, and "Top 50 Management Thinker," by *The London Times*. VG received his doctorate and his MBA with distinction from the Harvard Business School. He received his Chartered Accountancy degree in India where he was awarded the President's Gold Medal for obtaining the first rank nationwide.



Dan Ariely

Predictably Irrational

Changing Focus: Why Human Behavior is the Hunting Ground for Insight & Innovation

- Understanding human decision-making: The hidden forces shaping our choices
- How understanding irrationalities can help you unlock the secrets behind common behaviors of customers, employees and managers
- Predictably irrational customers: Aligning your choices to how people really buy
- In-store and online decision-making: What makes customers react differently
- Marketing and innovation: On motivation, met and unmet needs, emotional stakes, and the unexpected
- The building blocks that construct a *rational* strategy to effectively address *irrational* customers

Dan Ariely is Professor of Behavioral Economics at MIT, where he holds a joint appointment between MIT's Program in Media Arts and Sciences and the Sloan School of Management. He is the only person ever to hold joint appointments at MIT's business school and also at its famous Media Lab. A behavioral economist, Ariely is the author of the groundbreaking and best-selling book, *Predictably Irrational: The Hidden Forces That Shape Our Decisions*.

Ariely received a Ph.D. in marketing from Duke University, a Ph.D. and M.A. in cognitive psychology from the University of North Carolina at Chapel Hill, and a B.A. in psychology from Tel Aviv University. He publishes widely in the leading scholarly journals in economics, psychology and business. His work has been featured in a variety of media including, *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *Boston Globe*, *Business 2.0*, CNN, and ABC's 20/20.

Innovation Cases

The T5 Experience: Jet Blue's newly opened Terminal 5 at JFK International Airport is revolutionary. Featuring the cuisine and design of renowned industry leaders, the terminal's space ensures that the T5 experience will become the model for the rest of the world's airports.

This session will be led by OTG Management's CEO, Rick Blatstein, the driving force behind T5 who will discuss how the new terminal, illustrative of both disruptive innovation and blue ocean strategy, came to be.

CampBizSmart: This summer business academy provides hands-on education, employing real world skills, to prepare students for the competitive global marketplace. The winning team of students from the August 2008 session of CampBizSmart, sponsored by Microsoft and Cisco, will participate in a moderated session on how they developed their winning business plan for Wateroos, a California-based beverage company.

23andMe: Anne Wojcicki, co-founder of 23andMe, a pioneering Web-based, direct-to-consumer genome services company, will demonstrate the way in which data compiled from individuals around the globe is building a universal data base of genetic information with broad based value to individuals, executives, researchers, and society at large.

Through this session, you will discover how your business can expand, ultimately reaching more people and positively impacting your bottom line.

The Drummer: This independent short film by first time director, Bill Block, has received numerous film festival awards since its 2008 release. *The Drummer* depicts the defining day in the life of a defeated musician as he journeys far outside his comfort zone in order to find himself again, illustrating how best results are often attained when the norm is challenged. During this session, we will study Bill's innovative approach to marketing and positioning in a crowded marketplace.

Pre-Forum Workshop with Paul Saffo

The Secret to Effective Forecasting: Forecasting is not about making predictions of what the future will be, but about mapping uncertainty to take strategic actions that can influence the future.

- Understanding the purpose of forecasting
- Defining the Cone of Uncertainty: Mapping the scope of future possibilities
- Looking for the S curve: Understanding how change develops and behaves
- Avoiding getting trapped in your own conclusions: Holding strong opinions weakly
- Looking back to look forward: The forecasting power of our historical rearview mirror
- **BREAKOUT:** Lessons from the fall of the Berlin Wall

When: 2:00 - 6:00 PM, Monday, May 4th

For more information, visit hsmglobal.com/us/wif/workshop

?What If! Breakfast Workshop

Discover how to create and sustain Innovation Energy at this interactive and practical session, conducted by ?What If!, the world's largest independent innovation company.

- Learn what an Innovation Culture actually entails and how to implement this Culture into your organization
- Understand the nature of innovation where organizational design, leadership skills, attitudes, and behaviors all need to work together
- Learn what successful leaders do to truly support innovation
- Find out why behavior triumphs over process
- Learn from real innovation practitioners and gain tools that you can take back to your organization the very next day

When: 7:30 - 8:30 AM, both days of the Forum

For more information, visit hsmglobal.com/us/wif/workshop





VIP Pass

Enhance your experience at the World Innovation Forum.

Register for the VIP Pass and take advantage of the following exclusive amenities and private events throughout the two days:

Easy Access

- Express entrance at Nokia Theatre

Reserved Seating

- Exclusive premier seating in the front rows of the theatre

Meet the Speakers

- Private book signing
- Meet & Greet with speakers
- Special events including personal speaker Q & A

(Details on these activities to be announced)

Enhanced Networking Opportunities

- Enjoy a private lunch exclusive for World Innovation Forum VIPs
- VIP-only Cocktail Reception on the evening of Day 1

For more details, visit hsmglobal.com/us/wif/vip

Pre-Forum Innovation Field Trip

The Innovation Field Trip is a unique opportunity to experience innovation in action. Guided by experts from *Whatif!*, join other Forum attendees for this intensive full-day outing around New York City and go behind the scenes of some of today's most dynamic companies.

See up close how different organizations have infused innovation into their everyday business practices. Gain in-depth insight from their innovation initiatives and discover how these innovations can translate back to your company or industry.

When: 9:00 AM - 5:00 PM, Monday, May 4th

For more details, please visit hsmglobal.com/us/wif/fieldtrip

Forum Lunches

Sign up for the Forum Lunches and meet other senior executives attending the conference in a relaxed environment. Limited Capacity.

Schedule

Pre-Forum Events - Monday, May 4th

Workshop with Paul Saffo
2:00 PM - 6:00 PM

Innovation Field Trip
9:00 AM - 5:00 PM

Day 1 - Tuesday, May 5th

7:30-8:30 AM	?WHAT IF! BREAKFAST WORKSHOP
9-10:30 AM	PAUL SAFFO
10:30-11 AM	COFFEE BREAK
11-12:30 PM	CK PRAHALAD
12:30-2 PM	BREAK (Optional Forum Lunch)
2:00-2:45 PM	CASE: CampBizSmart
2:45-3:30 PM	CASE: <i>The Drummer</i>
3:30-4 PM	COFFEE BREAK
4-5:30 PM	VIJAY GOVINDARAJAN

Day 2 - Wednesday, May 6th

7:30-8:30 AM	?WHAT IF! BREAKFAST WORKSHOP
9-10:30 AM	CLAYTON CHRISTENSEN
10:30-11 AM	COFFEE BREAK
11-11:20 AM	CASE: 23andMe
11:20-12:30 PM	CLAYTON CHRISTENSEN
12:30-2 PM	BREAK (Optional Forum Lunch)
2-2:45 PM	CASE: The T5 Experience
2:45-3:30 PM	FRED KRUPP
3:30-4 PM	COFFEE BREAK
4-5:30 PM	DAN ARIELY

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UPCOMING PROGRAMS 2009

Building Winning Teams with **Patrick Lencioni**,
Mar. 10-11, New York
Mar. 18-19, San Francisco
Nov. 4-5, Toronto

Management Week with
Bill George, Herb Kelleher & Larry Bossidy,
Apr. 27 - May 1, New York

World Business Forum,
Oct 6-7, New York

The Future of Management with **Gary Hamel**,
Oct. 8, New York

For more information, visit hsmglobal.com/us