

Driving Strategic Innovation: Building and Sustaining a Strategy Focused Organization

8:00 a.m. - 3:30 p.m.
Friday, November 17, 2006

ILLINOIS INSTITUTE
OF TECHNOLOGY



Stuart School of Business
Illinois Institute of Technology
3424 S. State St., 4th floor
Chicago, IL 60616

Driving Strategic Innovation: Building and Sustaining a Strategy Focused Organization

An executive education seminar presented by the Institute of Design and the Stuart School of Business
8 a.m.—3:30 p.m., Friday, November 17, 2006

The Program

Who Should Attend

Driving Strategic Innovation is designed for entrepreneurs and senior executives who have significant input into innovation strategy and technology in their organizations. Participants will include:

- Founders of entrepreneurial ventures
- Senior executives of established organizations
- Members and owners of family and closely held businesses
- People who serve on boards of directors
- Partners of professional service organizations
- Operations and finance managers
- Marketing and sales executives
- Senior engineers and production managers



Program Format

The program will include an overview and presentations by the seminar leaders, as well as an interactive exchange and discussion by session participants. Those who attend can expect to benefit from a combination of practical and theoretical frameworks to advance knowledge, skills and performance.

Driving Strategic Innovation will focus on the following areas:

Value Innovation: Mindset, Frameworks and Fundamentals that Drive Performance

- Fostering an entrepreneurial mindset for growth and learning
- Opportunity recognition, value creation and problem solving
- Idea generation, sifting and prototyping

Organizational Innovation: Mapping, Capturing, and Exploiting the Strategic Value Chain

- Developing a systemic 360-degree view of business innovation
- Exploiting innovation opportunities across the entire value chain
- Capturing the value of product/service process innovations

Perpetual Innovation: Building Strategy Focused Performance Driven Organizations

- Encouraging entrepreneurial drive vs. control and coordination
- Unlocking and accelerating business innovation processes
- Tying business innovation to profit drivers and low-risk growth

ABOUT IIT

In 1890, the Armour Institute of Technology and Lewis Institute united to become the **Illinois Institute of Technology** (IIT). Today, IIT is a comprehensive, full-scale university situated on Chicago's revitalized South Side. Recent undergraduate enrollment surged to its highest number in more than two decades, and two internationally acclaimed new buildings—the McCormick Tribune Campus Center and State Street Village residence hall—have infused the campus with renewed energy.

The people of IIT are transforming lives and inventing the future. Students and faculty are accomplishing this by building bridges across geographic boundaries, academic disciplines and professions, including developing medical devices and alternative energy sources, shaping complex legal policies, enhancing communications through innovative technology, creating products that respond to the ways people live and work, and gaining entrepreneurial skills through hands-on experience.

IIT's **Stuart School of Business**—with its interdisciplinary approach to learning and the quality of its curriculum and professors—fuses business expertise with technology intelligence to produce the team-building, problem-solving, and leadership skills required to achieve future success in business.

Since its founding as the New Bauhaus in 1937, IIT's **Institute of Design** has embraced new technologies and embodied the spirit of creative experimentation. Together, faculty and students at the Institute of Design approach design problems from many perspectives, employing analytic and synthetic design methods to identify current and future needs and to humanize the technology needed to solve those problems.

Program Faculty



Dr. David Pistrui

Coleman Foundation Chair in Entrepreneurship and Industry Professor of Business
Stuart School of Business

David Pistrui holds a Ph.D. in Business Administration (Cum Laude) in Entrepreneurship, Strategy and Management from Universitat Autònoma de Barcelona (Spain) and a Ph.D. in Sociology from the University of Bucharest (Romania). He earned a M.A. in Liberal Studies from DePaul University and a B.S. in Business Administration in Marketing and Economics from Western Michigan University.

With over 20 years of business experience, David serves as an educator, advisor and consultant to family and closely held businesses, global corporations and not-for-profit organizations. Currently he is Managing Director of Acumen Dynamics, LLC, a strategy-based education training and research firm that focuses on practical knowledge and skills that help organizations align vision and strategy with execution and performance. Prior to founding Acumen Dynamics, David was Director of Sales for VideoCart, Inc., where he worked on the global development of the first "real time micro marketing network" linking consumers, retailers and manufacturers. He also served as Mid-West Regional Vice President and Chicago District Manager with Time, Inc. Responsible for a quarter billion dollar newsstand magazine business, David's turn around strategies advanced the 15-state Mid-West Region and Chicago District from last place to consistent top tier national performance. As a result, he was inducted into the *Sports Illustrated Newsstand Hall of Fame* in 1995.

"Dr. Pistrui is a passionate, dynamic speaker whose materials reflect the rigor to which his ideas have been subjected. Good information that has real practical application."

Tom Young, PF Human Interaction, Dubai



Chris Conley

Associate Professor and Head, Human-Centered Product Design
Institute of Design

Chris Conley holds a M.S. in Design from the Institute of Design and M.S. in Mechanical Engineering from the Illinois Institute of Technology. He has over 12 years of experience in product design, user experience research, and their implications for business strategy.

In his brief career, Chris has been a management consultant, university instructor, co-founder and president of his own research and development consulting firm, and head global design planner for a Fortune 100 technology firm. He is a past president of the American Center for Design (ACD).

He has worked for clients including Motorola, Palm, Life Fitness, Fortune Brands, Brunswick, Steelcase and Zebra Technologies, helping them create a productive link between research and design that results in successful products with unique user-centered features, often resulting in new intellectual property in the form of utility and design patents. As Director of Global Design Planning for Motorola, Chris established a global experience research process that enabled the company to better understand users' wireless experience in key regions around the world, including Europe, Asia and the Americas.

Chris has taught product design, planning and user-centered methods to design and business students for the past 10 years. He is routinely rated as an outstanding instructor for his ability to relate advanced theories to professional practice.

"Professor Conley gets across new ideas in engaging and relevant ways. When my team needed to create a strategy for disruptive innovation, he got us going fast and in the right direction. He's always making new connections and creating value in areas you would never have thought were related."

Jonathan Hague, Unilever

Eric Antonow, Keynote Speaker

Eric Antonow holds an MBA from Northwestern University. His diverse experience includes entrepreneurship, management strategy and media production. Most recently, he was CEO of Katabat and Forefront Media, the leading provider of website and outsourced technology services for real estate firms in the U.S. and Canada. He is regarded as an industry thought-leader on managing real estate consumers online and is a sought-after speaker.

Previously Eric was Director of Corporate Strategy for Giant Step, an e-commerce strategy and solutions firm; he led Giant Step's growth from 30 to 250 people and increased revenue to almost \$30 million in less than three years. Eric founded Giant Step's consulting practice and oversaw services for key clients, including General Motors, United Airlines, and Proctor & Gamble. Eric is on the Chairman of the Board for the Taproot Foundation's Chicago office, and he is on the Board of Directors or serves as an advisor to ventures such as Inventables, ZapTix and Chicago.com.

Eric has produced media such as *The Best Cigarette* and *i am large*, among others. He is an advocate for entrepreneurship via Freshwater Venture, a web resource for seekers, investors, and operators.



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IIT Institute of Design
350 N. La Salle Blvd., Chicago

In today's fast-paced, complex business environment, there is a constant need to innovate quickly and effectively.

Learn how to build an organization that will allow sustained success through innovation while continuing to focus on immediate priorities, practices and needs.

Presented by faculty from the Illinois Institute of Technology's Institute of Design and Stuart School of Business, *Driving Strategic Innovation* knits together entrepreneurial thinking and strategy with product/service design, marketing and technology to help map and manage strategic innovation throughout an organization.

Eric Antonow, former CEO of Katabat and Forefront Media and a thought-leader on innovation, will deliver a keynote luncheon address.

Program Overview

True innovation is about creatively recognizing opportunities to deliver value to customers. Yet all too often, organizations are hindered by an inability to generate sufficiently creative ideas that produce value and solve real world problems.

Driving Strategic Innovation will enhance the way business leaders think about innovation and organizational strategy, giving them a pragmatic, holistic and comprehensive roadmap for building, leading and sustaining a strategy focused organization. Participants will learn how to build an organization that will allow sustained success by innovating for current and future opportunities while continuing to focus on immediate priorities, practices and needs.

Our program knits together entrepreneurial thinking and strategy with product/service design, marketing and technology to help map and manage strategic innovation throughout an organization. Using a dynamic and integrative systems framework, participants will gain the capability to position their organization for future growth and profitability.

Program Objectives & Benefits

This interactive learning experience delivers long-term value, helping business leaders to:

Understand how to use innovation to create new customer value and solve problems to drive business growth – *Create a problem solving culture*

Develop frameworks to identify and map different types and dimensions of innovation and how it can be captured – *Construct strategy and innovation maps*

Accelerate the capacity for management innovation through creating and sustaining an entrepreneurial mindset – *Build strategy focused, performance driven organizations*

Integrate and link five key strategic dimensions of innovation to foster systemic process techniques to drive change and growth – *Learn a series of moves companies can make to define profit drivers and realize low-risk growth*

Build tools, techniques and frameworks to close the strategy-to-performance gap by uncovering hidden customer needs – *Align needs with your unit of business and key metrics to create continuous value*