



Washington D.C.

Driving Innovation from Within: Strategies for Generating Ideas and Pursuing New Opportunities

Session Details

Faculty: Dr. Kaihan Krippendorff Date: Thursday, October 18, 2018

Location: Crowne Plaza Greenbelt Hotel Sign In: 8:30 AM
6400 Ivy Lane, Greenbelt, MD 20770

Phone: (301) 441-3700 (Exit 23 off 495) Session: 9:00 AM - 4:00 PM

Session Description

In this seminar, Dr. Krippendorff outlines how to overcome seven key barriers to driving innovation from inside of large corporations. Based on his upcoming book *Change the World without Quitting your Job*, his latest research involving more than 120 interviews with internal innovators, experts, and CEOs, and his analysis of the most transformative innovations of the last three decades, Dr. Krippendorff lays out a set of practical tools and frameworks for navigating the innovation journey. These include knowing what kinds of ideas your organization needs, navigating politics, securing funding, and scaling your idea. He draws from real-life examples like the evolution of the personal computer, Nike's launch of the FuelBand, and the team who convinced Microsoft to launch the Xbox.

Biography

Dr. Kaihan Krippendorff is a strategist, speaker, consultant, and best-selling author of four books, most recently *Outthink the Competition* (John Wiley, 2012). A former consultant with McKinsey & Company, he now writes one of the most popular blogs on *FastCompany.com*, *Outthinkers*, and is recognized expert on innovation, strategy, and creativity, appearing in key business media outlets including *Fox Business*, *National Public Radio*, *Bloomberg Businessweek*, *Bloomberg Radio*, and more. He has trained over 6,000 executives and entrepreneurs in his unique strategy approach, *The Outthinker Process*, and works with the leadership teams of a growing number of leading corporations including Microsoft, VMWare, Aetna, Johnson & Johnson, Citibank, LOreal, United Technologies, Kraft, and Experian to design innovative business strategies that produce new revenue, profits, and market share. A sought after keynote speaker, he is also a regular lecturer for Wharton Executive Education and for Harvard Business School Press as well as a guest faculty member for select business schools through the US and Latin America.

Guide to Participant Selection

Department	Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Or	Plng	Pchsg	R&D	Sales
Senior Executive (Pres. Exec & Sr VP)	2	2	2	1	2	3	2	2	2	2	2	2	2
Executive (VP & Gen'l Mgr)	1	1	1	1	1	3	1	1	1	1	1	1	1
Senior Managers (Div & Reg. Mgrs)	1	3	1	1	2	3	2	3	1	1	3	2	3
Middle Managers & Superintendents	2	2	3	2	2	3	2	3	2	2	3	2	3

Time Allocation - Topics

10% The barriers to internal innovation

- Challenging the entrepreneurial myth
- The path of history's most transformative innovations
- The most common frustrations and internal barriers to driving innovation

10% Knowing where to look

- How to identify your company's strategic orientation
- Understanding your organization's mission, vision, and strategy
- Reading your culture

10% Unearthing an unmet need

- Getting out of the office
- Connecting with users/customers
- Recognizing a big opportunity

20% Rapidly designing your solutions

- Applying agile approaches inside non-agile organizations
- Six steps to run a rapid experiment
- Maximizing learning while minimizing investment

15% Engineering your business model

- Eight elements of your business model
- Understanding what you can change and what you must retain
- Designing a holistic business model that will disrupt your market without disrupting your organization

15% Political acumen: building a groundswell of support

- Viewing politics as a design challenge rather than an obstacle
- Your political adoption curve
- Stakeholder analysis
- Defining your contact strategy
- Managing the messaging

15% Scaling your idea

- The keys to scaling an idea from inside
- Clarifying your purpose
- Building the right team
- Securing investment
- Reducing organizational friction

5% Recap and Q&A

Focus

Primary - Leadership Development

Adaptability, Creativeness, Initiative

Secondary - Planning/Organizing

Problem Identification, Selecting and Organizing Information, Analysis, Evaluating Alternative Solutions, Developing Specific Plans

Tertiary - Executing/Controlling/Evaluating

Decision Making, Coordination, Results Analysis

Level

Introductory

Intermediate

Advanced

FOR REGISTRATIONS PLEASE CONTACT: **Spiro Serpanos**

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