

BREAKTHROUGH STRATEGIES & INNOVATION EXECUTION FORUM

HOW TO DEVELOP BREAKTHROUGH STRATEGIES AND MASTER THE DISCIPLINE OF INNOVATION EXECUTION

15th - 16th January 2013, Hotel Mulia Senayan, Jakarta INDONESIA

“VG shows how to turn breakthrough ideas into breakthrough growth”

- John Menzer, former President & CEO, Wal-Mart International (USA)

**LOOK INSIDE
FOR SPECIAL
BIC PARTNER
DISCOUNTED
PRICING!!**



VIJAY GOVINDARAJAN

Earl C. Daum 1924 Professor of International Business
& Founding Director, Center for Global Leadership,
Tuck School of Business, Dartmouth College

Organized by:
 **OCTAGON**
CENTRE FOR STRATEGIC TRAINING
SINGAPORE

Supported by:
 **BUSINESS
INNOVATION
CENTER**

TOPICS

- HOW TO IMPLEMENT THE 3-BOX STRATEGY AND INNOVATION FRAMEWORK?
- HOW TO INSTILL AN ORGANIZATION-WIDE CULTURE OF INNOVATION WHILE MAINTAINING A CULTURE OF HIGH PERFORMANCE?
- HOW TO REVERSE INNOVATE?
- HOW TO EFFECTIVELY EXECUTE AN INNOVATION INITIATIVE?
- HOW TO BUILD THE RIGHT INNOVATION TEAM?

YOUR SPEAKER

- **Pioneer of Reverse Innovation** (2009), rated by Harvard Business Review as one of the ten big ideas of the decade.
- **Creator of “The \$300 House”** initiative to re-invent housing for the world’s poorest people, awarded the 2011 Breakthrough Idea Award by *Thinkers 50* which recognizes management experts whose ideas have potential to change the world for the better.
- Appointed in 2008-2009 as first-ever Professor-in-Residence and **Chief Innovation Consultant at General Electric (GE)**. VG’s role during his 2-year stint at GE was to accelerate GE’s innovation agenda - to teach, guide and consult the top 600 GE leaders on how to instill a culture of breakthrough innovation while maintaining its culture for outstanding performance. VG’s “3-Box Framework” on strategy and innovation is currently being used by GE leaders for all their strategic planning processes globally.
- **Top Five Most Respected Executive Coach on Strategy Rated by Forbes**
- **Top Ten Professor in Corporate Executive Education Rated by BusinessWeek**
- **Outstanding Faculty, Guide to Best Business Schools, named by BusinessWeek**
- Cited as a **Top 50 Management Thinker Rated by London Times**
- **Top 20 Academic Superstar In North America** for research in strategy and organization by *Management International Review*
- **Fellow of The Strategic Management Society (SMS), the largest and most prestigious association of academics in the strategy field.** Honor given to a distinguished group of scholars who have made significant contributions to the theory and practice of strategic management.
- **Author** of ten books, including the international business best-sellers *Ten Rules for Strategic Innovators* (2005), *The Other Side of Innovation* (2010), *Reverse Innovation* (2012)

PROGRAM OVERVIEW

We now live in an era of almost constant change. First, new technologies continue to emerge at an ever-more rapid pace. Second, globalization brings with it new markets, new customers, non-traditional competitors, and new challenges. Third, the Internet has created much greater transparency to any organization's strategy, actions, and performance. As a result of these forces, organizations find that their strategies need almost constant redefinition—either because the old assumptions are no longer valid, or because the previous strategy has been imitated and neutralized by competitors, or because technological developments and globalization offer unanticipated opportunities. Rooted in these premises, the strategic challenges for organizations become: How do we identify the market discontinuities (e.g., fundamental shifts in technology, customers, competitors, lifestyle/demographics, globalization, regulations, etc.) that could transform our industry? How do we analyze the opportunities and risks, as a result of our understanding of market discontinuities? How can we create new growth platforms with a view to exploit the market discontinuities? What are our core competencies and how can we leverage them in the growth platforms? How do we allocate resources to support growth? What is your role in shaping the future of your organization? What kind of organizational DNA must we have in order to anticipate and respond to changes on a continual basis? How do you execute breakthrough strategies?

WHO SHOULD ATTEND

This program is suitable for executives from all industries and relevant for both product and service sectors, including:

- › Leaders of all types of innovation initiatives
- › Members of innovation teams
- › Supervisors of innovation initiatives
- › Leaders of departments who support innovation initiatives
- › Innovation analysts, researchers and coaches
- › CEOs
- › Chief Innovation Officers
- › Chief Strategy Officers
- › Chief Technology Officers
- › Heads of strategic business development
- › Heads of R&D
- › Heads of product or service development
- › Heads of new business units or ventures
- › Heads of new product or service lines

DAY 1 TOPICS

(15 JANUARY 2013, TUESDAY)

STRATEGY

9:00am START OF DAY 1 SESSION

DEVELOPING BREAKTHROUGH STRATEGIES

➤ PRESENTATION-CUM-DISCUSSION

- A. How to implement the 3-Box Strategy and Innovation Framework?
- Box 1- Manage the Present
 - Box 2- Selectively Forget the Past
 - Box 3- Create the Future
- B. How to instill a culture of innovation while maintaining a culture of high-performance?
- Adopt a simple, teachable point of view about how innovation happens – innovation myths vs innovation truths
 - The GE Experience
- C. Reverse Innovation
- How to innovate specifically for and in emerging markets to create breakthroughs that can be leveraged in emerging markets first and next in developed markets and elsewhere globally?
 - Reverse Innovation Playbook: Summary of critical recommendations:
 1. Strategy
 2. Global Organization
 3. Project Organization
 - Reverse Innovation Toolkit: Practical diagnostics and templates to execute reverse innovation projects

DEVELOPING BREAKTHROUGH STRATEGIES

➤ APPLICATION

5:00pm END OF DAY 1 SESSION



“Reverse Innovation is a playbook for leaders who want to unlock growth in emerging markets.”

- ROBERT A. MCDONALD, CHAIRMAN OF THE BOARD, PRESIDENT AND CEO, THE PROCTER & GAMBLE CO. (USA)

“A great resource to lubricate your thinking about winning solutions in the emerging world – and how to leverage these globally.”

- PIYUSH GUPTA CEO, DBS BANK (SINGAPORE)

“A very lucidly articulated roadmap of business innovation for the world to embrace.”

- MUKESH D. AMBANI, CHAIRMAN AND MANAGING DIRECTOR, RELIANCE INDUSTRIES LIMITED (INDIA)

“Reverse Innovation is a good compass for emerging multinationals in their endeavor to expand and achieve a prominent global presence.”

- FREDERICO F. CURADO, PRESIDENT AND CEO EMBRAER (BRAZIL)



WHY YOU SHOULD ATTEND

After navigating the downturn, companies large and small are actively aiming for growth. Driving innovation has become a priority. Yet it is both more important – and more difficult – to achieve.

This program focuses on turning ideas into action. It is the essential program for learning how to navigate the innovation execution process, to learn best practice for EXECUTING an innovation initiative so that your organization's big ideas can deliver the growth promise.

To leverage most from this session, we encourage you to bring along one of the innovation initiatives that your organization is either currently executing or plans to execute. VG will use your own organization's initiative in the application exercises he will be doing with you. This will give maximum value, realism, impact and actionable tools which you can apply in your organization after attending this session.



"We have found How Stella Saved the Farm to be a very useful tool for raising the key challenges in organizing and executing innovation initiatives."

- JAMES EUCHNER, VP, GLOBAL INNOVATION
THE GOODYEAR TIRE & RUBBER COMPANY (USA)

"Deere has already held innovation workshops based on Stella, with very positive results. This is a powerful, practical tool for learning and executive development."

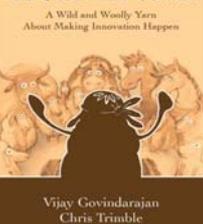
- MARY JONES, VICE PRESIDENT GLOBAL HUMAN RESOURCES
DEERE & COMPANY (USA)

"This elegant story, rich in insight into what it takes to make innovation happen, has already had tremendous impact in GE executive development programs and on key innovation projects."

- STEPHEN LIGUORI, EXECUTIVE DIRECTOR
GLOBAL INNOVATION AND NEW MODELS
GENERAL ELECTRIC (USA)



How Stella Saved the Farm



REQUIRED READING

Upon on-site registration on Day 1, all delegates will be given a copy of VG's book, "How Stella Saved the Farm" and will be required to read this book before attending Day 2 session.

DAY 2 TOPICS

(16 JANUARY 2013, WEDNESDAY)

INNOVATION EXECUTION

9:00am START OF DAY 2 SESSION

"HOW STELLA SAVED THE FARM"

➔ APPLICATION

INNOVATION EXECUTION

➔ PRESENTATION-CUM-DISCUSSION

BUILDING THE INNOVATION TEAM

➔ APPLICATION

- Determine who will be on the team? Should they come from inside or outside the organization?
- Does everyone involved in the innovation initiative need to work on it full-time?
- How should the team be structured?
- How can it partner with ongoing operations?
- What specific conflicts between the innovation initiative and ongoing operations are likely to arise? How to anticipate and resolve them?
- To whom should the team report to? What are the supervising executive's most important responsibilities?

INNOVATION AS A DISCIPLINED EXPERIMENT

➔ APPLICATION

- How to test assumptions?
- How to translate results into new knowledge?
- How to measure progress?
- How to identify and combat sources of bias that can jeopardize learning?

NEXT STEPS

- Moving from managing to supervising the innovation initiative
- Moving from supervising the innovation initiative to overseeing a family of innovation initiatives
- Moving to helping to shape a more innovative organization
- Innovation Execution Assessment tools

5:00pm END OF DAY 2 SESSION



VIJAY GOVINDARAJAN (VG) is widely regarded as the world's leading expert on strategy and innovation.

For the past 30 years, VG has been researching and writing about strategy, innovation and execution. His publications have been cited more than 8,000 times—placing him among the top researchers in the field of strategic management.

VG works with CEOs and top management teams in Global Fortune 500 firms to discuss, challenge, and escalate their thinking about strategy. Some of his clients include Boeing, Coca-Cola, Colgate, Deere, FedEx, Hewlett-Packard, IBM, J.P. Morgan Chase, Johnson & Johnson, New York Times, Procter & Gamble, Sony, and Wal-Mart.

He is a regular keynote speaker in CEO Forums and major conferences including the World Innovation Forum and Business Week CEO Forum.

Prior to joining Tuck, VG was on the faculties of Harvard Business School, INSEAD (Fontainebleau) and Indian Institute of Management (Ahmedabad, India). VG received his doctorate from the Harvard Business School and was awarded the Robert Bowne Prize for the best thesis proposal. He also received his MBA with distinction from the Harvard Business School where he was included in the Dean's Honor List. Prior to this, VG received his Chartered Accountancy degree in India where he was awarded the President's Gold Medal for obtaining the first rank nationwide.

EVENT MATERIALS

All delegates will receive a comprehensive set of event materials upon on-site registration on Day 1.

PROGRAM SCHEDULE

Delegates will be served morning / afternoon coffee break snacks, and lunch buffet from 12:30-1:30pm.
Day 1 & 2: 9:00am to 5:00pm

VENUE

The multi-awarded 5-star Hotel Mulia Senayan has carved out an international reputation as one of Asia's finest hotels, renowned for its luxury, sophistication and impeccable hospitality.

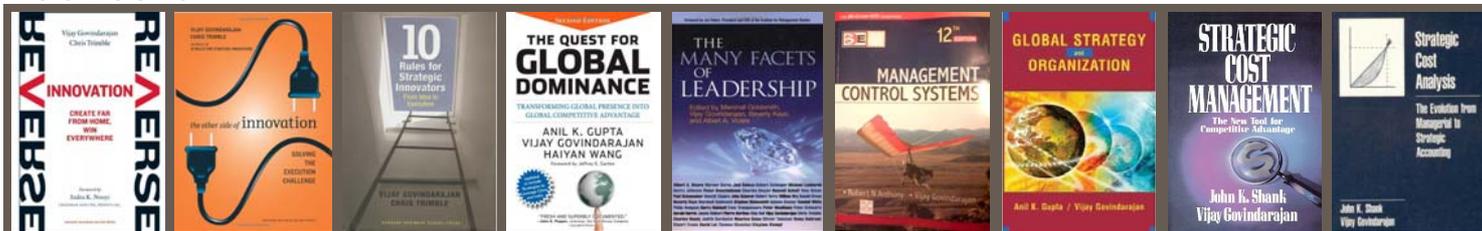
Strategically located within Jakarta's city centre and just a 40 minute drive from the Soekarno-Hatta International Airport, the hotel's 996 rooms offer superior comfort and unparalleled views of the Jakarta city skyline.

SUPPORTED BY BIC, INDONESIA

Business Innovation Center (BIC) is established by the initiative of State Minister of Research and Technology of Indonesia. BIC promotes technological innovations to businesses and entrepreneurs through various means of business matchmaking and provides support in the formulation, testing and evaluation of government policies related to technology transfer and innovation.
www.bic.web.id

**“Innovation is not creativity;
Innovation is commercializing creativity”**
- Vijay Govindarajan

VG's BOOKS



THE ORGANIZER



Octagon-CST Singapore is the provider of **premium** business training courses, forums, workshops and conferences.

Our consistently burning desire to engage only the world's best gurus is an Octagon trademark that puts us at the forefront of **quality** and **excellence**.

With the **passion** and dexterity in the way we do our business, synergized with our extensive international network and expertise, we complete the quest to bridge our perfect product with those who need them most.

