



**FORTUNE INNOVATION FORUM**  
**November 29-30, 2006**  
**Jazz at Lincoln Center, NYC**

**Creating Sustainable Innovation**

What makes innovation happen inside a company? How do the world's most forward-thinking companies connect people and their ideas with processes that filter, refine, and market those ideas most effectively? How can leaders create a culture in which everyone is an innovator and innovation permeates every process – a culture that thrives on change and continuous innovation?

Great ideas are the backbone of innovation. But without a culture in which people are expected to take risks and challenge tradition, backed by rigorous processes that leverage their best ideas, innovation-fueled growth will never occur. These environmental attributes – once the stuff of startups and “creative” industries – are now being viewed afresh by all companies seeking to grow by innovating.

There is no single path to innovation. Every company has its own set of footprints. On this road are many obstacles: increased or newfound competition; pressure to achieve short-term performance goals; fear and risk aversion; volatile and rapidly changing global market conditions to name but a few. Innovation takes hard work, but the rewards are great: organic growth, value creation, and, for those who do it best, a highly engaging work environment that makes it easier to attract and retain top talent.

At the third annual FORTUNE Innovation Forum, we'll bring some of the world's leading experts and practitioners together in a dynamic setting for a multifaceted, interactive program that will inspire and motivate leaders of innovation to deliver long-term value and competitive advantage to their organizations.

## WORKING AGENDA

### Wednesday, November 29

7:00 AM—8:30 AM

**Registration and Continental Breakfast**

8:30 AM—8:35 AM

**Welcome**

**Geoff Colvin**  
Senior Editor at Large  
FORTUNE

**Andy Serwer**  
Managing Editor  
FORTUNE

8:35 AM—8:50 AM

**The Innovator's Studio at the Innovation Forum**

**Andy Stefanovich**  
In Charge of What's Next  
Play

8:50 AM—10:05 AM

**Continuous Management Innovation: What, Why, and How?**

Gary Hamel contends that without continuous management innovation, companies are unlikely to innovate their way to sustained growth. Management innovation targets a company's management processes—strategic planning, budgeting, project management, employee assessment, executive development, knowledge management, etc. Hamel claims every organization has more than a bit of dinosaur DNA lurking in its management processes. In his opening address, he'll suggest processes that will enable you and your management team to become less tradition-bound and more inventive.

**Gary Hamel**  
Professor Gary Hamel  
Director, Management Innovation Lab, London Business School  
Co-Founder, Strategos

10:05 AM—10:40 AM

## **FORTUNE Interviews a CEO**

**Robert L. Nardelli**  
Chairman, CEO, and President  
The Home Depot, Inc.

**David Kirkpatrick**  
Senior Editor, Internet and Technology  
FORTUNE

10:40 AM—11:10 AM

## **NETWORKING BREAK**

10:40 AM—11:55 AM

## **Concurrent Optional Workshop I: Using Images to Think, Innovate, and Drive Business**

Creative leaders in a number of very well-known companies are using a constellation of new tools to make work visible. Visualization, the art and science of thinking and communicating with images, is being used as a tool to foster innovation and business success. Tom Wujec will show participants how simple images can be used for almost any part of business thinking and communication, with examples from strategic planning, understanding customer needs, human resources, product development, and legal and financial communication. This approach has provided dramatic gains in productivity, cost reductions, and corporate confidence. It also facilitates change by providing an ever-evolving representation of the current state of company projects and initiatives—from the highest-level strategy to small-group projects.

Workshop leader:

**Tom Wujec**  
Fellow and Principal Consultant, Autodesk;  
Author, *Five Star Mind* and *Pumping Irons*

10:40 AM—11:55 AM

## **Concurrent Optional Workshop II: C4 [Customer-Created Content Companies]**

How to focus the power and creativity of your customer base to co-create the next big thing in your product or service pipeline.

Workshop leader:

**Om Malik**  
Founder, GigaOmniMedia, Inc.  
Executive Editor, GigaOM.com

11:10 AM—12:00 PM

## **Hardwiring Innovation: A panel discussion**

How do you create a high-performance culture that inspires people to feel safe to take risks, lets their voices be heard, and be creative? How do you enforce rigor and structure around a process that depends on the unfettered flow of ideas? How do you balance the need for right-brain thinking with the discipline of setting and meeting financial targets? What role do shareholder interests play in encouraging or derailing innovation initiatives?

Speakers:

**Mary Kay Haben**

Senior Vice President, Open Innovation  
Kraft Foods, Inc.

**Anand Pillai**

Vice President & Global Head-Talent Transformation  
HCL Technologies, Ltd.

**Daniel Scheinman**

Senior Vice President, Corporate Development  
Cisco Systems, Inc.

**Sophie Vandebroek**

Chief Technology Officer, Xerox Corp.  
President, Xerox Innovation Group

Moderator:

**Mark Johnson**

President  
Innosight, LLC

12:00 PM—12:15 PM

## **CATALYST**

Visionaries. Change agents. Leaders. Throughout the Fortune Innovation Forum, attendees will be treated to pithy narratives and performances from remarkable people outside the corporate arena. From leaders in design to aerospace engineering, baseball to the arts, together, the Catalysts will offer remarkable stories of courage, authenticity, and innovation in action. Though diverse, the Catalysts have become leaders by thinking and doing things differently. They will offer invaluable insights into new ways to solve old problems.

**Eric Anderson**

President and CEO  
Space Adventures, Ltd.

12:15 PM—12:50 PM

## **FORTUNE Interviews a CEO**

**Dick Harryvan**  
Executive Board Member  
ING Group

**Geoff Colvin**  
Senior Editor at Large  
FORTUNE

12:50 PM—2:20 PM

## **LUNCHEONS**

2:20 PM—2:40 PM

### **Creating an Environment for Innovation**

Some organizations have an innovative mindset that pervades their culture. Most do not. At this session you'll hear about major obstacles to innovation and five key organizational characteristics that can be adjusted to promote creativity and innovation.

Speaker:  
**Eric Jackson**  
VP, Innovation and Research  
Gap International

2:40 PM—3:15 PM

## **FORTUNE Interviews a CEO**

**Brian Z. France**  
Chairman and CEO  
NASCAR

**Brian O'Keefe**  
Senior Editor  
FORTUNE

3:15 PM—4:30 PM

## **Concurrent Optional Workshop III: Innovation Tools**

Companies talk about innovation for new growth all the time but rarely evaluate and adopt the elements needed to innovate in a repeatable way. This workshop will help managers understand the specific elements that need to be in place by working through an innovation and new-growth capability checklist: (1) How the strategy and resource allocation process needs to work to enable new growth; (2) How new market opportunities are best developed; (3) How to select, staff, and align people for new growth

Workshop leaders:  
**David J.K. Goulait**  
Associate Director, R&D  
Procter & Gamble Co.

**Mark Johnson**  
President  
Innosight, LLC

3:15 PM—4:30 PM

**Concurrent Optional Workshop IV: MothShop--  
Innovative Story Solutions**

How well can you tell an effective story to employees, investors, management, or customers? To inspire, challenge and lead, the innovator must create and communicate a compelling narrative that will engage these key groups. In this interactive workshop, members of The Moth, an acclaimed New York nonprofit dedicated to the art of storytelling, will lead participants through the process of creating and telling their own innovation stories.

Workshop leader:  
**Lea Thau**  
Executive and Creative Director  
The Moth

3:15 PM —4:30 PM

**Concurrent Optional Workshop V: Creating an  
Environment for Innovation**

This workshop will address the challenge of impacting the innovative mindset of an organization. Participants will leave with specific actions to take to increase the engagement of every level of their organization in creating and adopting innovation.

Workshop leader:  
**Eric Jackson**  
VP, Innovation and Research  
Gap International

3:15 PM—4:00 PM

**Bringing the Next Net to the Mass Market**

Moderated by *Business 2.0* contributing editor Om Malik and editor-at-large Erick Schonfeld, this panel engages the CEOs of some of the hottest startups to talk about What's Next on the web and how soon the mass market will adopt it. In this session we'll discuss the most innovative Internet trends, why they're important, and how you can leverage the opportunities they're creating. From social media to mashup, webtop, and voice applications—these web technology trends have the potential to reshape the future of your company and will determine how we'll all interact with the next Internet generation. Whether your interest is in investing in these technologies or simply leveraging them for competitive advantage and business gain, this is the panel for you.

Speakers:

**Steve Berkowitz**

Senior Vice President, Online Services Group  
Microsoft Corp.

**Bradley Horowitz**

Vice President, Product Strategy  
Yahoo! Inc.

**Kevin Rose**

Founder and Chief Architect  
Digg.com

Moderators:

**Om Malik**

Founder, GigaOmniMedia, Inc.  
Executive Editor, GigaOM.com

**Erick Schonfeld**

Editor-at-Large  
*Business 2.0*

4:00 PM—4:30 PM

**NETWORKING BREAK**

4:30 PM—4:45 PM

**CATALYST**

**The Downside of Innovation**

Stanley Bing looks at all the ways an innovative culture can wreck the life and sanity of any serious working person.

**Stanley Bing**

Columnist  
FORTUNE

4:45 PM—5:20 PM

**FORTUNE Interviews a CEO**

**Bradbury H. Anderson**

Vice Chairman and CEO  
Best Buy Company, Inc.

**Geoff Colvin**

Senior Editor at Large  
FORTUNE

5:20 PM—7:00 PM

**NETWORKING RECEPTION**

**Thursday, November 30**

7:00 AM

**Registration and Continental Breakfast**

8:00 AM—8:05 AM

**WELCOME BACK**

8:05 AM—9:05 AM

**Rethinking Everything: A conversation on Sustainability and Profitability**

Dramatic innovation can happen if you can find a way to totally abandon existing norms and look to solve problems from an entirely fresh perspective. A look at how pioneers are finding ways to do right by their shareholders and the planet at the same time.

Speakers:

**Charles O. Holliday**  
Chairman and CEO  
DuPont

**William A. McDonough**  
Chairman  
William McDonough + Partners  
Author, *Cradle to Cradle*

Moderator:

**Marc Gunther**  
Senior Writer  
FORTUNE

9:05 AM—10:00 AM

**In the Hot Seat: Chief Innovation Officer Panel**

At the intersection of marketing, R&D, and general management, innovation czars are making their mark in companies at the forefront of innovation. What skills and experience are important for a chief innovation officer? What impact can a good chief innovation officer have on a corporation? What are the pitfalls and challenges? How can companies define the role and ensure the success of their chief innovation officers?

Speakers:

**William T. Edwards**  
Senior Vice President and Chief Innovation Officer  
AMD

**Jack Lord, MD**  
Senior Vice President and Chief Innovation  
Officer, Humana Inc.

**Cheryl Perkins**  
Senior Vice President and Chief Innovation Officer  
Kimberly-Clark Corporation

**Amy J. Radin**  
Chief Innovation Officer  
Global Consumer Group  
Citigroup

Moderator:  
**Jane M. Stevenson**  
Global Managing Partner, Chief Marketing Officer Practice  
Heidrick & Struggles

9:05 AM—10:25 AM

### **Concurrent Optional Workshop VI: Face the Music**

Workshop participants will be led to write, sing, and perform original blues songs about life in today's stressful business environment. The results will be fun, but also a tool to empower individuals and quicken the process of getting beyond the day-to-day to take risks and innovate.

Workshop leader:  
**Paul Kwiecinski**  
Managing Partner  
Face The Music

9:05 AM—10:25 AM

### **Concurrent Optional Workshop VII: Funding Innovation**

Now that you've got that innovative new idea, exactly how do you fund it? Going from idea to profits in mere months instead of years is easier than you think. This workshop will hash out creative strategies to get your product or startup bootstrapped in no time flat.

Speakers:  
**Ariane de Bonvoisin**  
Founder and CEO  
The First 30 Days LLC

**Howard L. Morgan**  
Director, Idealab  
Director, First Round Capital  
President, Arca Group Inc.

**David S. Rose**  
Chairman, New York Angels  
Investor and Entrepreneur

**Justin Townsend**  
CEO and Co-Founder  
IGA Worldwide

**Shazi Visram**  
Founder and CEO  
Happy Baby

Workshop leader:  
**Michael Copeland**  
Senior Writer  
*Business 2.0*

10:00 AM—10:50 AM

**Speed Thrills: A panel discussion**

Disruptive technologies and new players make speed to market more important than ever. What techniques are innovative companies using to squeeze time out of product and service development cycles? How can you harness technology, good ideas, and solid processes to get to market faster than ever?

Speakers:  
**Kris Halvorsen**  
Chief Technology Information Officer  
Intuit

**Stephen N. Oesterle, MD**  
Senior Vice President for Medicine and Technology  
Medtronic, Inc.

**Nick Pudar**  
Executive Vice President, Planning & Business  
Development  
OnStar

Moderator:  
**David Kirkpatrick**  
Senior Editor, Internet and Technology  
FORTUNE

10:50 AM—11:20 AM

**NETWORKING BREAK**

11:20 AM—12:15 PM

***Innovative Experiences: Brand, Customer Experience, and Technology***

As buyers' tastes change, attention spans shorten, and levels of sophistication increase, businesses must lead or adapt. What experiences—online, in person, in every interaction—do you provide for your customers? Are you making best use of the tools and approaches available?

How can you cut through the noise and differentiate yourself as a real innovator when everyone is making the same claim?

Speakers:

**Beth Comstock**

President, Digital Media and Market Development  
NBC Universal

**John Jacobs**

Executive Vice President and Chief Marketing Officer  
The NASDAQ Stock Market, Inc. and  
CEO, NASDAQ Global Funds

**Sean M. Maloney**

Executive Vice President, GM, Sales and Marketing Group  
Chief Sales and Marketing Officer  
Intel Corporation

**Deborah Senior**

Corporate Manager, Advertising, Brand, and  
Product Strategy  
Lexus, U.S.A.

Moderator:

**Jeffrey Rayport**

CEO and Chairman  
Marketspace, LLC

12:15 PM —12:30 PM

### **Lessons from the Innovator's Studio**

Speaker:

**Andy Stefanovich**

In Charge of What's Next  
Play

12:30—12:50 PM

### **Grand Musical Finale**

Leader:

**Paul Kwiecinski**

Managing Partner  
Face The Music

12:50 PM

### **Forum Adjourns**