

## KIN SUMMIT 2007

***Lost in Transition:***  
*Innovating for Marketplace Success*

James L. Allen Center  
Kellogg School of Management  
Evanston, Illinois  
June 18 - 19, 2007

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*Day One:*  
*Defining the*  
*Challenge*

**12:00 pm – 1:00 pm**

Join us for an informal lunch to reconnect with our KIN colleagues.

**1:00 pm – 2:00 pm**  
**Introductions & Objectives**

Success depends on understanding objectives. We begin by hearing from each delegate: what the Transition and Scaling Challenge means within each firm's context, and what they hope to gain from participating.

**2:00 pm – 2:30 pm**  
**Framing the Conversation**

**Professor Rob C. Wolcott**  
*The Transition & Scaling Challenge*

Since the tech crash, an increasing number of global firms have built capabilities to pursue opportunities outside the realm of business units, accelerate innovation, and even in some cases build entirely new businesses.

When innovation throughput increases, so does the stress on a company's functions, systems, partners and people. Research has shockingly little to offer executives faced with these dilemmas.

In this session, Professor Wolcott will describe his Kellogg research team's initial thinking on the subject. He will then describe how we plan to collaborate real-time during the KIN Summit to begin discovering solutions.

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**2:30 pm – 2:45 pm**  
**Break & Networking Opportunity**

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**2:45 pm – 4:15 pm**  
**Executive Perspective**

**Albert Manzone**  
**President, Shelf-Stable Juices, PepsiCo**  
*Innovating for Marketplace Success*

As a division President, Albert Manzone pursues somewhat different objectives and experiences different pressures than might be encountered by a dedicated 'innovation' team. But Manzone has also been aggressively pursuing innovation to help drive business unit growth. He will share with us his transition and scaling challenge from the P&L perspective.

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**4:15 pm – 5:30 pm**  
**Breakout Sessions**

**All Participants**  
*Articulating the Challenges*

Delegates will break into groups to articulate the challenges encountered by firms attempting to increase transition and scaling throughput and success. At the end, we will re-convene to compile a comprehensive list for use during our "solutions" sessions the next day.

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**5:30 pm – 6:00 pm**  
**BREAK**

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**6:00 PM – 8:30 PM**  
**Cocktails, Dinner... and « now for something completely different »**

**Jeffrey Ernstoff**  
**Dr. Les Thimmig**  
*A Breath of Fresh Air:*  
*Innovation & the Music of George Gershwin*

During dinner, KIN Senior Fellow Jeffrey Ernstoff, award-winning Jazz Musician, former Creative Director of Radio City Music Hall, former producer of Superbowl half-time shows (note: he's never worked with Janet Jackson) and Dr. Les Thimmig, Professor of Music from the University of Wisconsin and internationally recognized jazz and chamber musician, will join Professor Wolcott to explore the creative process as a metaphor for innovation.

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<p><i>Day Two: Discovering Solutions</i></p>	<p><b>7:30 am - 8:30 am</b> <b>Continental Breakfast</b></p>
	<p><b>8:30 am – 9:00 am</b> <b>Reflections from the Group</b></p> <p>Everyone is invited to share one or two insights from the prior day for our morning kick-off. (Consider this your “homework.”)</p>
	<p><b>9:00 am – 10:30 am</b> <b>Executive Perspective</b></p> <p><b>Jim J. O’Connor</b> <b>Corporate Vice President, Technology Acceleration</b> <i>Accelerating Opportunities to Market</i></p> <p>Jim O’Connor is the founder and lead for Motorola’s “Early Stage Accelerator” (ESA), an organization charged with accelerating new concepts and technologies from the shelf to market. Founded in 2003, the ESA has since achieved significant success monetizing Motorola’s technological assets and enabling the company’s corporate entrepreneurs.</p> <p>O’Connor will share a number of lessons he and his team have learned regarding what it takes to transition and scale new opportunities.</p>
	<p><b>10:30 am – 11:00 pm</b> <b>Break &amp; Networking Opportunity</b></p>
	<p><b>11:00 pm – 12:30 pm</b> <b>Breakout Session</b></p> <p><b>All Participants</b> <i>Exploring Solutions</i></p> <p>Based on the issues we identified the day prior, we will again break into groups to explore what each company has tried to do to deal with the challenges of bringing new concepts to market.</p>

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**12:30 pm – 1:30 pm**  
**Lunch**

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**1:30 pm – 3:00 pm**  
**“Panel” Discussion: Exploring Solutions**

Everyone will re-convene to discuss what each team has discovered during their breakout sessions. We will organize this with a moderated panel discussion; however, as all of our long-time members know, a KIN panel is really more of a touchstone for an open discussion where everyone participates.

By the end of the program, we will leave with a definition of the issue space, an understanding of what our KIN colleagues are doing to address these challenges, and envision a path forward.

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*Wrap up*

**3:00 pm**  
**Conclusions**                      **Professor Rob C. Wolcott**

What Next? We will discuss our next major research initiative, the Transition & Scaling Challenge, and how our KIN member firms can leverage our work to their advantage.

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