Leading and Sustaining a Culture of Innovation
September 28 - October 5th, 2020

Info Session
August 25, 2020

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EXECUTIVE EDUCATION
Maximize Your View

Select “Side-by-Side Mode” from the View Options dropdown menu.

Click button to switch between gallery view and speaker view.

Drag and slide vertical bar to the left or right to resize speaker and slides.

Mute your mic, and have your video on.

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Click ‘Participants’ to open the top right ‘Participants’ window.

Click ‘Chat’ to open the lower right ‘Chat’ window.
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Northwestern | Kellogg
Sheneen Landry
Associate Director of Advising

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Chat Prompt

Where are you joining us from?
The Team

Professor
Tom Kuczynski
Academic Director

Sheneen Landry
Associate Director of Advising

David Collins
Program Manager 1

Kristi Winchester
Program Manager 2

Jacob Sherman
Kuczynski Innovation

Tim Sanders
Kuczynski Innovation
Program Overview

Leading and Sustaining a Culture of Innovation
Leading and Sustaining a Culture of Innovation

An *interactive* program giving you innovation tools and frameworks that will help you not only survive but *THRIVE* in COVID times!
What makes this program different?

1.) *Real life* and real-time examples across industries

2.) Emphasis on *real-world principles* and practices that *work*

3.) Actionable tools that you can apply to your company *immediately*
Why take this program LIVE Virtually?

1.) **Guest Speakers**: leaders in their industries who share their experience!

2.) **Virtual Faculty Office Hours** to give you the chance to network

3.) **Breakout Sessions** to help you apply frameworks at your own companies
Program faculty

James Conley  Robert Cooper  Harry Kraemer  Tom Kuczmarski  Susan Kuczmarski
Andrew Razeghi  Mohan Sawhney  Mary Ellen Weber  Ed Zajac
Leading and Sustaining a Culture of Innovation

INNOVATION STRATEGY
- Blueprint
- Strategic roles
- Screening criteria

LEADERSHIP
- Risk-taking
- Common language
- Systematic and disciplined

INNOVATION PROCESS
- Financial goals
- Innovation culture
- Innovation mindset

DISRUPTION MINDSET
- Values and norms
- Teamwork
- Organizational design

NEW PRODUCTS, SERVICES, BUSINESS MODELS AND PROGRAMS

TOOLS:
- Strategic alliances
- Branding platforms
- Market positioning and execution
- Intellectual property
- Resourcing
- Managing uncertainty
Poll

What is your biggest innovation barrier to success?
# Topics covered in this program:

<table>
<thead>
<tr>
<th>Day</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Innovation Strategy &amp; Best Practices</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Culture &amp; Leadership</td>
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<tr>
<td>Wednesday</td>
<td>Growth &amp; Value Capture</td>
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<tr>
<td>Thursday</td>
<td>Intellectual Property &amp; Strategic Alliances</td>
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<tr>
<td>Friday</td>
<td>Executing Innovation</td>
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<tr>
<td>Monday</td>
<td>Strategy &amp; Culture Presentations</td>
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</tbody>
</table>
## Program matrix (part 1)

<table>
<thead>
<tr>
<th>Time (CDT)</th>
<th>Monday, September 28</th>
<th>Tuesday, September 29</th>
<th>Wednesday, September 30</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>8:45 AM – 9:00 AM</strong></td>
<td><strong>Introductions (8:30 AM)</strong></td>
<td><strong>Learnings and Reflections</strong></td>
<td><strong>Learnings and Reflections</strong></td>
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<tr>
<td></td>
<td><strong>T. Kuczmarski</strong></td>
<td><strong>T. Kuczmarski</strong></td>
<td><strong>T. Kuczmarski</strong></td>
</tr>
<tr>
<td><strong>9:00 AM – 9:45 AM</strong></td>
<td><strong>The Power of Innovation and Disruption</strong></td>
<td><strong>Culture, Values, and Leadership</strong></td>
<td><strong>Disciplined Growth Through Focus</strong></td>
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<td></td>
<td><strong>T. Kuczmarski</strong></td>
<td><strong>S. Kuczmarski</strong></td>
<td><strong>M. Sawhney</strong></td>
</tr>
<tr>
<td><strong>10:00 AM – 10:45 AM</strong></td>
<td><strong>Winning Innovation Best Practices</strong></td>
<td><strong>Innovation Culture Blueprint Workshop</strong></td>
<td><strong>Close Collaboration Virtually</strong></td>
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<td></td>
<td><strong>T. Kuczmarski</strong></td>
<td><strong>T. Kuczmarski &amp; S. Kuczmarski</strong></td>
<td><strong>M. Sawhney</strong></td>
</tr>
<tr>
<td><strong>11:00 AM – 12:00 PM</strong></td>
<td><strong>Creating an Innovation Strategy</strong></td>
<td><strong>Decision-Making in High-Risk, High-Stakes Ventures</strong></td>
<td><strong>Practitioners Panel</strong></td>
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<td></td>
<td><strong>T. Kuczmarski</strong></td>
<td><strong>M.E. Weber</strong></td>
<td><strong>T. Kuczmarski &amp; Guest Panelists</strong></td>
</tr>
<tr>
<td><strong>12:00 PM – 12:30 PM</strong></td>
<td><strong>Lunch</strong></td>
<td><strong>Lunch</strong></td>
<td><strong>Lunch</strong></td>
</tr>
<tr>
<td><strong>12:30 PM – 1:30 PM</strong></td>
<td><strong>Values in Action</strong></td>
<td><strong>The Role of Leadership and Critical Behaviors</strong></td>
<td><strong>Perspectives on Business Innovation</strong></td>
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<tr>
<td></td>
<td><strong>H. Kraemer</strong></td>
<td><strong>R. Cooper</strong></td>
<td><strong>M. Sawhney</strong></td>
</tr>
<tr>
<td><strong>1:45 PM – 2:30 PM</strong></td>
<td><strong>Values in Action (cont’d)</strong></td>
<td><strong>The Role of Leadership and Critical Behaviors (cont’d)</strong></td>
<td><strong>Faculty Office Hours</strong></td>
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<td><strong>H. Kraemer</strong></td>
<td><strong>R. Cooper</strong></td>
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program matrix (part 2)

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<tr>
<th>Time (CDT)</th>
<th>Thursday, October 1</th>
<th>Friday, October 2</th>
<th>Monday, October 5</th>
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<tbody>
<tr>
<td>8:45 AM – 9:00 AM</td>
<td>Learnings and Reflections</td>
<td>Learnings and Reflections</td>
<td>Learnings and Reflections</td>
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<tr>
<td>9:00 AM – 9:45 AM</td>
<td>Intellectual Capital Management</td>
<td>The Future of Innovation</td>
<td>Innovation Strategy and Culture</td>
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<tr>
<td>J. Conley</td>
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<td>Blueprint Presentations</td>
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<tr>
<td>10:00 AM – 10:45 AM</td>
<td>Innovation and Brands</td>
<td>Creating the Conditions for</td>
<td>Innovation Strategy</td>
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<tr>
<td>J. Conley</td>
<td></td>
<td>Success</td>
<td>Presentations (cont’d)</td>
</tr>
<tr>
<td>11:00 AM – 12:00 PM</td>
<td>Building the Capability Platform</td>
<td>Market Driven Growth</td>
<td>Innovation Strategy</td>
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<tr>
<td>E. Zajac</td>
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<td>Presentations (cont’d)</td>
</tr>
<tr>
<td>12:00 PM – 12:30 PM</td>
<td>Lunch</td>
<td>Lunch</td>
<td>T. Kuczmaroki</td>
</tr>
<tr>
<td>12:30 PM – 1:30 PM</td>
<td>Building the Capability Platform</td>
<td>Design for Disruption: Ten</td>
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<tr>
<td>E. Zajac</td>
<td>(cont’d)</td>
<td>Innovation Principles</td>
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</tr>
<tr>
<td>1:45 PM – 2:30 PM</td>
<td>Faculty Office Hours</td>
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</table>

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Breakout Session

What’s an example of an innovative company and why?
Resources & Opportunities to Connect

Network with your peers during small group lunches

Dig deeper during faculty office hours

Explore resources on a robust course site
Q & A
For more information:

• Go to kell.gg/innovate

• Contact your program Advisor – Sheneen Landry
  – s-landry@kellogg.northwestern.edu
Thank You