

How can we implement innovation?

Summit Overview

Prepared by:

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How are we going to innovate when everyone's hiding under their desks?

Markets are tight and unforgiving. Budgets are almost non-existent and customers scarce. Trying something new isn't exactly the easiest thing to pull off right now. And there are so many reasons not to innovate.

But in a market where everything has changed – where capital is difficult to obtain, energy uncertain, and customers reluctant to buy. Companies that do not innovate will not thrive.

So what do we do now?

The second of a series of Business-to-Business roundtable summits on October 19th will focus on implementing innovation – how to effect change in individuals, in processes and in organizations.

First – **“Jump the Groove”** Gunnar Branson will lead a discussion around innovation and change levers: What are the best tactics for shifting an organization's perception of the challenges – and of viable alternatives? How should experts put aside what worked before and find new insights into what can work in the future?

Second – **“The Innovation Sandbox”** Buckley Brinkman will lead a discussion focused on structuring an innovative environment. How can organizations move from command/control instincts to more collaborative process? Are there limits to innovation and are there behaviors or solutions that should be termed “out-of-bounds?” How can leaders keep their innovation teams on-track?

Senior leaders from a range of industries will join Gunnar and Buckley as they explore and discuss implementation strategies for innovation and on how to take innovation from theory into realistic actions at the company and customer level.



SUMMIT DETAILS

Attendees: 10 – 20 “C-Level” business-to-business executives

Facilitated by Innovation Experts:
Gunnar Branson
Buckley Brinkman

Location: Workspring
12 East Ohio Street

Date: October 19th, 2009

Time: 7:30 AM to 10:30 AM

Fee: \$499 per attendee
(payable by check to Branson Powers, Inc.)

Output: The “B2B Innovation Summit Report,” branded for personal or corporate use



Each roundtable participant will receive a report branded to their company and available for unlimited release without any additional charge.

BASIC STRUCTURE FOR SUMMIT

- Before the summit – innovation issues are explored through one-on-one telephone interview with participants.
- Material gathered in interviews is used during the 3-hour roundtable to prompt discussion of issues, concerns, and opportunities.
- Professional facilitators will guide the group through the sessions with provocative questions, new ideas elicited from innovation experts, and point/counterpoint discussions.
- Discussion will be photographed, transcribed and edited into a follow-up report to represent the varied viewpoints of this exclusive group.
- Individually branded versions of the report will be delivered to each of the participants to be used or distributed as they see fit. Report will also be used by Branson Powers, Inc. and made available to the business press.

Summit Ground Rules

- Attendance is by invitation only, and will include a small group of thought leaders from various B2B industries.
- The summit will directly address the current risks and opportunities of innovation in today’s environment. Candid, direct, even provocative viewpoints are expected of all participants in this roundtable.
- NO SELLING IS ALLOWED during the roundtable. This is a discussion – and an attempt to surface the real issues confronting companies as they try to create meaningful innovation.

The **Summit Roundtable** is designed to grow the community of innovators in B2B, and build the participants’ profiles as thought leaders and innovators.

Past Summit Roundtable participants include:

- Kevin Conlon, President, Conlon Public Strategies
- Jonathan Rutman, CB Richard Ellis
- Brian Marshall, Principal, Alliance for Strategic Advantage
- Buckley Brinkman, Launchpad Partners
- Bill Moller, Partner, TC Public Relations
- Dave Johnson, CIO, Jones Lang LaSalle
- Tony Reynes, President, Tesar Reynes
- Patrick Lamb, Founding Member, Valorem Law Group
- Tracy Williams, President, Torridian Agricor
- Steven Nemetz, Branson Powers, Inc.
- Gunnar Branson, Branson Powers, Inc.

SECTORS REPRESENTED AT SUMMIT

- Commercial Real Estate
- Government/Economic Development
- Insurance
- Finance
- Consulting
- Legal Services
- Trade Publishing
- Business Process Outsourcing
- Manufacturing
- Technology/IT
- Non-Profits