

What Participants Get From Innovation Leader Events



1. Innovation Leader’s events are designed for a very specific audience: people doing the work of innovation inside medium and large organizations. These are not events for startup employees, independent inventors, or innovation consultants. The entire agenda is geared to helping people in innovation, strategy, engineering, and R&D roles learn about what leading companies are doing and why.

2. Innovation Leader events feature sessions designed for people involved in getting new innovation efforts off the ground, as well as those with more established programs seeking to retool and upgrade them.

3. There are no slides at Innovation Leader events. Sessions are oriented around whiteboards, so that corporate leaders in front of the room can go deep on what they are discussing. Session leaders also address the specific issues and questions that participants bring to the event with them. (Showing slides often means that those questions must get squeezed into the “5 minutes for questions at the end.”)

4. Every topic we decide to address at our events — whether crowdfunding new products, employee incentives, or progress metrics — is based on survey data and other input from corporate leaders about what they want to know.

5. We allow only corporate innovators attend, so you will learn not just from the people on the agenda, but from your peers during interactive exercises, off-site visits, and conference meals and networking opportunities. Who has attended Innovation Leader events? Senior managers, executive directors, VPs, and C-level executives from Capital One, ExxonMobil, Boeing, the NFL, State Farm, Disney, Viacom, Medtronic, USAA, Hyatt, Progressive, Whirlpool, Fidelity Investments, and the Mayo Clinic, among others.

6. Participants take home a set of downloadable resources shared by their colleagues at other large organizations — everything from event agendas for company hackathons, job descriptions, innovation scorecards, and sample strategy decks. We also distribute print and digital copies of recent Innovation Leader research reports, like “Benchmarking Innovation Impact,” “Scouting Trends & Emerging Tech,” and “Blueprints for Corporate Innovators.”

7. Probably the strongest case for what you will get from attending an Innovation Leader event is the one made by past attendees. See the following page....

Testimonials



“Great event to meet with and learn from like-minded souls and review what works and what doesn’t. Certainly leaving with new ideas on how to drive our innovation forward.” – **Chuck Brunner, Director R&D, Shark Ninja**



“I learned more practical applications and strategies for innovation programs than I have from any other single source.” – **Charlie Garland, Senior Fellow, Healthcare Innovation Lab at Columbia University Medical Center**



“Better than any innovation conference I’ve been to.” – **Moisés Noreña, VP of Innovation, Fortune Home Brands & Security**



“As a leader starting up a new innovation function in my company, this event was invaluable. Great way to get started!” – **Mike Ferney, Innovation Architect, Scan Source**



“The energy, ideation, and collaboration that happens at [an Innovation Leader] Field Study is priceless.” – **Karen Liu, Chief of Staff, Microsoft**



“A really power eight hours. Exceptional R.O.T. ... Return on Time” – **David Arbutnot, Innovation Director, Wawanesa Insurance**



“Great insights and dedicated thinking and learning time with the global best...priceless!” – **Loren Nalewanski, VP Global Brand Management, Marriott International**



“Excellent investment of time – which is our most valuable asset!” – **Eric Thrailkill, VP & Chief Information Officer, Amsurg Corp.**



“Collaborative, practical, connected, and an amazing group of mavericks. The best corporate innovation event I attended. Period.” – **Bill Atkinson, VP, Innovation, Computershare**



“At the end of two full days, I find myself wishing this was a three day event!! That has never happened to me before.” – **Lauran Hazan, Director of Breakthrough Innovation, Stanley Black and Decker**



“Innovation Leader events are a great source of real-world insights applicable to all levels of your innovation organization – a great forum for thinking about challenges in an environment open to ‘The Possible.’” – **Stacey Butler, Director of Innovation**



This gave me a birdseye view of how innovation is treated as a priority, not just a hope in organizations with diverse models.” – **Susannah Hallagan, Mastercard**