

The 2nd ICSI & AITRI Innovation Conference

May 25-26, 2011 Min Hang Campus, Shanghai Jiao Tong University



Co-Organizers:

The Society of Systematic Innovation
University of Cincinnati
China Institute for Innovation



The Society of Systematic Innovation



Supporting Organizations:



精益六西格玛委员会
LEAN SIX SIGMA INSTITUTE

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May 25 Pre-Conference Workshop

1. The Innovation Master Plan Framework

Topics to be Trained: The Innovation Master Plan Framework, including why/strategy, how/innovation funnel process, what/innovation portfolios, who/innovation culture, and where/infrastructure of innovation

Interactive Activities: Self assessment in teams concerning each of the five major elements of the framework.

2. Innovation & Strategy – The linkage between innovation and strategy

Topics to be Trained: Role of strategy in defining innovation process and portfolio; four types of innovation, how companies reinvent themselves and achieve higher performance through innovation;

Case Study: IBM, Google

Interactive Activities: Exponential change, s-curve, IBM and Google case study insights, competitive challenges;

3. The Innovation Process – The 9 steps in the innovation funnel

Topics to be Trained: innovation funnel, strategy, portfolio, metrics, research, ideation, insight, targeting, innovation development, market development, sales

Case Study: Apple Computer

Interactive Activities: Innovation process assessment, innovation process improvements

4. The Innovation Culture – How to create the innovation culture

Topics to be Trained: Roles of innovation leaders, innovation champions, innovation & creativity, innovation geniuses, tacit knowledge research, needfinding, new innovation opportunities

Case Study: NASA, Southwest Airlines

Interactive Activities: Innovation obstacles and enablers, tacit knowledge observation, case study insights.

5. Key Learnings and Action Planning Topics to be Trained:

Participants close the workshop by assessing and discussing their key learnings from the day, and they complete their personal and organizational action plans.

Interactive Activities: Innovation Priorities, Innovation Project Design

TRAINER: Langdon Morris



Langdon Morris is recognized globally as an expert on innovation. He is a co-founder and senior partner of InnovationLabs LLC, one of the worlds leading innovation consultancies. He is also a co-founder of China Institute for Innovation.

Langdon and his colleagues work around the world to help companies, non-profit organizations, and governments to improve their innovation methods and enhance their innovation results. He helps its clients through services such as:

Innovation Audits, to help companies assess their innovation capabilities and target high leverage improvements;

Innovation Workshops on a wide range of topics for very effective staff development, and,

High Performance Collaboration to solve complex problems.

Langdon is author or co-author of 4 notable business books, including 4th Generation R&D: Managing Knowledge, Technology, and Innovation, considered a classic in the R&D management field, and Permanent Innovation, recognized as one of the most important innovation titles of the last decade. He is now working on his next book, The Innovation Master Plan, which will be published in Q4 2010.

Many white papers and articles authored by Langdon and his colleagues can be downloaded at their web site, where you will also find their highly-regarded innovation blog. www.innovationlabs.com.

Langdon has recently led very successful innovation workshops for these organizations: Alcatel-Lucent Qingdao; Alcatel Shanghai Bell; Bayer Shanghai; BNP Paribas; Boeing; CFED; China Steel; DuPont; Endesa; Gemalto; General Electric Shanghai; GlobalSpec; Johnson & Johnson; L'Oréal; NASA; NCB; SAP; Saudi Aramco; Tata Group; Total Oil.

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May 26 The AITRI Innovation Conference Agenda

9:00-9:20 Opening Ceremony



Pro. Jay Lee, AITRI



9:20-10:00 Speech: How does Dominant Innovation Tools Help Companies Achieve Strategic Advantages
Professor Jay Lee, University of Cincinnati



Dr. Zhengrong Shi



10:00-10:40 Speech: Harnessing innovation to create the future of human life.
Dr. Zhengrong Shi, president of Suntech

10:40-11:00 Coffee Break



John Liu



11:00-11:40 Speech: From consumer insights to great innovations.
John Liu, R&D Director, Johnson & Johnson



William Yu, Ingersoll Rand



11:40-12:20 Speech: How to build a strong innovation team.
William Yu, President of Security Technology and Residential Solutions, Asia Pacific Ingersoll Rand

12:20-12:40 Group Photo

12:40-13:30 Lunch Break



John van der Linden



13:30-14:10 Speech: How to Create the Innovation Culture.
John van der Linden, Associate Director Oral Care Asia at Procter & Gamble




Prof. Carlos Eduardo Pereira




14:10-14:50 Speech: Innovation practices from Brazil.
Prof. Carlos Eduardo Pereira, UFRGS, Brazil

14:50-15:10 Coffee Break



Irv Beiman



15:10-15:50 Speech: How does Village Town change the communities.
Irv Beiman, senior partner of Village Town.

15:10-16:00 Panel Discussion



15:50-17:00 Topics:
Innovation Methodology and Practices
Industry/University Partnership Model
Enablers and Obstacles for Innovation
Local Versus Global innovation practices

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CONFERENCE CHAIRS

Jay Lee, D.Sc., General Co-Chair; Ohio Eminent Scholar and L.W. Scott Alter Chair; Professor, School of Dynamic Systems; University of Cincinnati, USA.
Daniel Sheu, Ph.D., General Co-Chair, President, The Society of Systematic Innovation; Professor, Dept. of Industrial Engineering & Engineering Management, National Tsing Hua University, Taiwan.
Arthur Lok, General Co-Chair, Managing Partner, China Institute for Innovation.



About SSI

The Society of Systematic Innovation (SSI) was established in May 2008. SSI is dedicated to the research, applications, promotion, and dissemination of systematic innovation knowledge and tools. SSI has been providing some of the most in-depth and comprehensive training, education, facilitation, and consulting services in the Greater China. SSI also conducts regular International conferences (ICSI), project exhibitions (GCSI), and Certifications programs. For more information regarding SSI, please visit: <http://www.systematic-innovation.org>.



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About UC

UC was founded in 1819, and has an annual enrollment of over 40,000 students, making it one of the 100 largest universities in the U.S. In the 2010 survey by Times Higher Education (UK), the University of Cincinnati is ranked 76th in North America (this includes American and Canadian institutions of higher education) and as the 190th in the world.

It offers over 300 degree granting programs and over 600 total programs of study, ranging from two-year Associate's degrees to doctoral and post-doctorate education. With an economic impact of over \$3 billion per year, it is the largest single employer in Greater Cincinnati.



About CII

China Institute for Innovation is a consulting and academic organization established specifically to help Chinese companies, multinational organizations and government agencies to meet the needs for world-class expertise in innovation.

CII is a leading innovation education, training, research, and networking institute in China. CII offers a wide variety of programs to help people at all levels and in all roles to understand and master the principles and practices of innovation, to help their organizations succeed in the innovation-driven economy.

