



*Driving Growth through
Innovation Leadership*

2009 *Global* Innovation Leadership Summit

*Mackinac Island, Michigan, Historic Grand Hotel
August 18-20, 2009*

Rapidly eroding markets are prompting companies to rethink their business models. This award-winning annual event will help you:

- n Quickly discover new markets for growth
- n Cost reduce existing products and services
- n Make innovative strategies actionable
- n Understand how companies are surviving and growing in these troubled times
- n Learn best practices from innovation leaders



Driving Growth through Innovation Leadership
Presented by Huthwaite Innovation Institute

9 French Outpost
P.O. Box 1999

Mackinac Island, Michigan 49757
906-847-6094

www.innovationcube.com

► Featured Topics

- n Creating New Business Models
- n Optimizing Supply Chains
- n Implementing Marketing Strategies
- n Motivating Employees
- n Creating New Cost & Quality Initiatives
- n Implementing Corporate Innovation Initiatives

► Sectors That Will Benefit

	Healthcare
	Software
	Telecom
	Electrical & Electronic
	Food & Beverage
	Automotive
	Equipment
	Consumer Goods
	Energy
	Sustainable Resources
	Chemical
	Aerospace
	Defense
	Government

► Annual Event

Every summer, innovation thought leaders from global companies meet at historic Island Grand Hotel on Mackinac Island, Michigan (www.mackinac.com) to share new ideas in the rapidly growing field of corporate innovation. Please join us August 18-20, 2009 for this outstanding event.

Bart Huthwaite, Sr.
Founder, Huthwaite Innovation Institute

► Learn How To

- n Make innovation a sustainable management process, rather than a random event
- n Integrate Innovation into your existing continuous improvement initiatives
- n Measure whether you are on the right innovation track early enough to make course corrections
- n Use Innovation to find new market opportunities
- n Apply Innovation to improve your day-to-day business operations
- n Get all 'stakeholders' on board from Day One. . . and keep them on board
- n Systematically go outside your corporate boundaries to discover new ideas
- n Enable teams to innovate without creating chaos, delay, and low morale
- n Create an innovation idea bank to store ideas for future use
- n Predict disruptive market, technology and competitive forces of change

► Welcome to the Grand Hotel, America's Summer Place

There's no place quite like it, and the unique experience cannot be duplicated. The Grand Hotel (www.grandhotel.com) opened in 1887 and is where guests enjoy exceptional service and accommodations. Mackinac is a Victorian island without cars, and where horse-drawn carriages and bicycles are the only modes of transportation. It has the slower, more leisurely pace of the past, but with all the amenities of the present. For more on Mackinac Island visit www.mackinacisland.org and www.mackinac.com .



AGENDA

▶ *Day One*

Tuesday, August 18

08:00	Conference Registration / Continental Breakfast
09:00	Welcome by Bart Huthwaite, Sr. Summit Chairman
09:30	Attendee "take home" goals. "What I Want to Take Home" from this Global Innovation Summit.
10:00	Topic: "Recognizing Ripening Bananas: How to See New Opportunities Before Your Competition Wakes Up." Why just listening to the voice of your customer may mean you are already too late
11:00	Topic: "The Essentials of Innovation Leadership." Why innovation leadership is tough and how to avoid the "fatal flaws."
12:00	Lunch at the Grand Hotel
13:00	Topic: "Implementing an Innovation Initiative: Lessons Learned"
14:00	Topic: "Innovative Affordability: An Ounce of Prevention is Worth a Pound of Cure." How to move your organization from lean "fire fighting" to "fire prevention" with innovation for quality improvement & cost reduction.
15:00	Topic: "Implementing Innovation in the Smaller Organization." How to Develop Game Changing Ideas on a Shoestring."
16:00	Day One session ends

▶ *SOCIAL AGENDA*

Tuesday, Evening, Aug. 18

17:30 - 21:00	Enjoy a horse drawn Island tour followed by an informal networking reception and traditional Mackinac Island dinner at the Huthwaite Family cottage. You will be treated to an "insider's" view of one of the world's most unique communities. Spouses invited.
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▶ *Day Two*

Wednesday, August 19

08:00	Continental breakfast
08:30	Mini-Workshop: "The InnovationCUBE: A Practical Tool for Making Innovation Part of Any Project The InnovationCUBE takes the mystery out of innovation to make it understandable, practical and doable. You will be given a "hands on" tour of the CUBE using an actual case study. (See page four for a description of this workshop.)
12:00	Lunch at the Grand Hotel
13:00	Topic: "Innovation in the Aerospace Industry" How one of America's highest technology companies is making affordability a core company skill.
14:00	Topic: "Microsoft's Quest for Permanent Innovation." How Microsoft is finding new fields of opportunity.
15:00	Topic: "Fast Innovation Multiple Learning Cycles at Steelcase" How America's leading business equipment manufacturer is getting better products to market faster at lower cost.
16:00	Day Two session ends

▶ *SOCIAL PROGRAM*

Wednesday Tour & Lunch

Spouses will be taken on a guided Island tour and to the Chippewa Hotel for Lunch.

▶ *Day Three*

Thursday, August 20

08:00	Continental Breakfast
08:30	Topic: "In Pursuit of Innovation" How a global manufacturer is using systematic innovation to propel its worldwide growth
09:30	Topic: "Innovation Within Government." How the Department of Defense is changing its innovation agenda.
10:30	Topic: "Innovation in China: Can China Really Move from Just "Made in China" to "Innovated in China?" Exclusive insights into China's progress in the quest of higher innovation.
11:30	11:30 Summit formally ends.

WORKSHOP

▶ The InnovationCUBE: A Step-by-Step Breakthrough Process

Innovation in everything from new products to new business models is now a top priority for survival and growth. Yet over 80% of all innovative efforts fail to meet objectives. What is needed is a repeatable innovation process. The InnovationCUBE does this. It takes the "mystery" out of innovation to make it understandable, practical and doable.



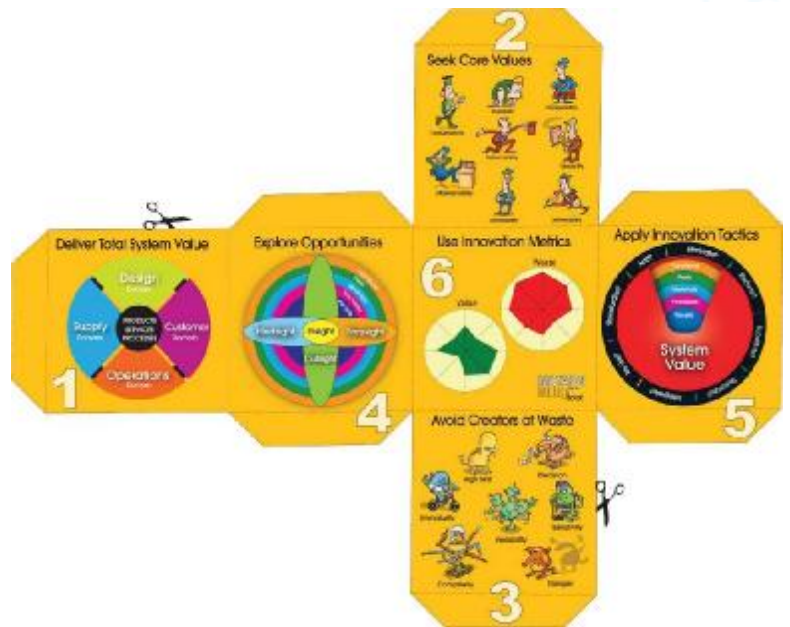
▶ The Innovation CUBE will help you:

- n Make innovative thinking part of any project, process, business system or product improvement.
- n Link innovation to existing initiatives such as: Six Sigma, Lean, Quality Function Deployment, Portfolio Planning, and Effective Project Management.
- n Find new "blue water" opportunities before your competition.
- n Discover the values that customers crave.
- n Generate ten times your usual number of practical ideas.
- n Measure solutions against one another to make sure you make the right decision.
- n Create your own innovation data bank to store ideas for future use.
- n Develop a corporate-wide rapid innovation management improvement effort.

▶ Workshop Leader:



Bart Huthwaite, Sr.,
Founder,
Huthwaite Innovation
Institute



- ▶ This is a "hands-on" workshop. You will be able to use the CUBE to begin turning your project ideas into a winning business solution.

PREVIOUS ATTENDEES



and many more!

REGISTRATION

▶ ACCOMMODATIONS

The Grand Hotel
Mackinac Island, MI 49757

Discounted rates have been secured at the Grand Hotel through July 18, 2009. A hotel registration form will be sent to the attendee when this registration has been received and processed.

▶ ATTIRE

All events are casual dress. However, please bring a windbreaker and sweater. Mackinac evenings can be cool. Those who may decide to dine at the Grand Hotel will want to remember to bring a tie and jacket for evening dining. The Grand Hotel is the only facility on the Island requiring a tie after 6:00 p.m.



▶ FEES & REGISTRATION

n **Conference Fee: 1,995 USD per person.**

Fee includes continental breakfasts, networking reception and dinner, refreshment breaks, complimentary copies of "The Lean Design Solution: A Practical Guide to Streamlining Product Design & Development," "Rules of Innovation" and a "pop-up" InnovationCUBE all created by Bart Huthwaite.

n **Team Discounts:** Teams of 2 or more may deduct \$100 per person – discount applies to teams that register together.

n **No-Risk Guarantee:** Your satisfaction is 100% guaranteed. If you are not satisfied with the quality of this program, let us know in writing and we will refund your entire registration fee.

▶ REGISTRATION OPTIONS

n **Call:** 906-847-6094 (9:00 a.m. – 5:00 p.m. EST)

n **Fax:** 906-847-6047

n **Register On Line at:**

<https://secure.innovationcube.com/shop/>

n **Mail:** Huthwaite Innovation Institute

P.O. Box 1999

Mackinac Island, MI 49757

n **E-mail:** (the following information) to:

emily@innovationcube.com. Visit: www.innovationcube.com

Attendee Name:

Title:

Company:

Address:

City, State, Zip:

Telephone:

E-mail:

Fees: Conference \$1,995 per person or **SAVE \$100 per person**
Team Rate

Total Amount: \$

Method of Payment:

- Check enclosed
(Payable to Huthwaite Innovation Institute in U.S. funds)

Credit Card Billing Information

Name on Card:

Credit Card Number:

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Exp Date:

Visa Master Card American Express

Billing Address:

City, State, Zip:

Signature of Credit Card Holder:

