## The Innovative Organization

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Breakfast</td>
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| 8:30 am| **The Challenge and Opportunity of Innovation**  
Jerome Engel | Opportunity Recognition  
Jerome Engel                                      | Technology Driven Innovation  
Jerome Engel/David Charron                | Business Model Innovation: The Business Model Canvas  
Jerome Engel                              | CSR and Product / Services Innovation  
Kellie McElhaney                           |
| 10:00 am| Break                                       | Break                                     | Break                                    | Break                                         | Break                                         |
| 10:30 am| Models of Innovation: Mature Companies and Startup Ventures  
Jerome Engel  
Opportunity Recognition  
Jerome Engel                                      | Technology Driven Innovation  
David Charron                                  | Business Model Innovation: The lean LaunchPad  
Jerome Engel                                  | CSR and Product / Services Innovation  
Kellie McElhaney                           |
| 12:00 pm| Lunch                                       | Lunch                                     | Lunch                                    | Lunch                                         | Lunch                                         |
|        | Optional Trip to Cal Student Store 12:30-1:30 | Site Visit: Energy BioSciences  
Susan Jenkins  
11:45 – 1:00                                      | Guest Speaker: Vim De Waele, CEO iMinds, Belgium | Guest Speaker: Kurt Beyer  
Women Pioneers in Innovation               | Lunch                                         |
| 1:30 pm| Live Cases in Innovation: Mature Corporations  
Jerome Engel  
Guest speakers: Dan’l Lewin, Microsoft  
Laura Oliphant, Intel Chenyang Xu, Siemens | Innovation as a Process  
Sara Beckman                                        | Organizational Design of Innovation  
Homa Bahrami                                      | Live Cases in Innovation: Entrepreneurs and VC Panel  
Guest speakers: Matt Caspari, Aurora Algae  
Kevin Kopeczynski, Rockport  
John Woolard, BrightSource                 | Live Cases in Innovation: Your Turn  
Jerome Engel                                       |
| 3:00 pm| Break                                       | Break                                     | Break                                    | Break                                         | Break                                         |
| 3:30 pm| Open Innovation  
Jerome Engel                               | Innovation Exercise: Self-Assessment and Personal Innovation Plan  
Sara Beckman                                      | Organizational Design of Innovation  
Homa Bahrami                                      | Innovation in Marketing: Driving New Subcategories  
David Aaker                                          | Your Personal Innovation Plan  
Jerome Engel                                          |
| 5:00 pm| Opening Reception  
5:00 – 6:30 pm                               | Adjourn                                    | Adjourn                                  | Adjourn                                        | Adjourn                                        |