



WORLD INNOVATION FORUM

June 7-8, 2011 | Best Buy Theater | New York City

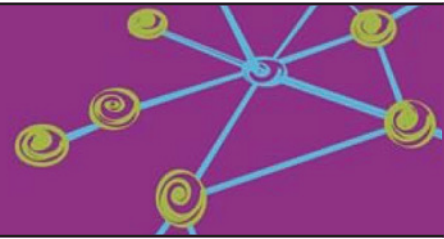


2011 World Innovation Forum
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Introduction



To develop a process of innovation in an organization requires more than a few new ideas; it requires having a culture in place that is capable of nurturing those ideas and a clear articulation of the new vision that will permeate the normal communications of the organization.

Nearly 1,000 executives from organizations that span global industries and nonprofits convened in New York on June 7 and 8, 2010 grappled with how to get out of their personal and organizational comfort zones in order to disrupt their own tried and true business models. This highly interactive forum, regarded as one of the world's most significant innovation events of the year, highlighted presentations by innovation thought leaders and practitioners and provided meaningful insight on the alchemy, strategy, culture, leadership and risk-taking elements required to seize emerging opportunities profitably.

There are only two choices, the speakers agreed, to disrupt yourself or to be disrupted by your competitors. Technology already has redefined how businesses interact nearly hand-to-hand with customers and how those businesses cannot survive as static entities.

Instead, they must morph into highly flexible and highly responsive individuals who are capable of connecting to other individuals in an ecosystem of technology, products and customer needs where the message cannot be controlled and the outcomes must be encouraged, not demanded.

To innovate products and services, consider these key imperatives:

- You must deliberately build the culture that welcomes challenge to the status quo and innovation.
- To effect change, you must maneuver your ideas and acknowledge who will be most affected by change and who will be your ally.
- Use design and creative thinking as a way to approach problem solving, shifting the focus from quantitative data-driven analysis to evocative qualitative assessment.
- Create space in the organization for innovation either by removing routine tasks, creating separate work teams or blocks of time.
- As you succeed, it is also inevitable you will be disrupted. The question is will it be by your own team or by outside competition.
- Innovation and change require trust and confidence.

Innovation is often derived from a series of small lessons learned in the marketplace. Innovation can come from a series of small value additions that on their own may not have meant much but when viewed over a period of decades can be seen as transformative. For each delegate, the lesson was clear, first your job is to build a team who listens to the nuances as well as measuring the quantitative results, and then to formulate an innovation strategy and get it out the door, leaving behind something of real, differentiable value.

And then innovate it! ■

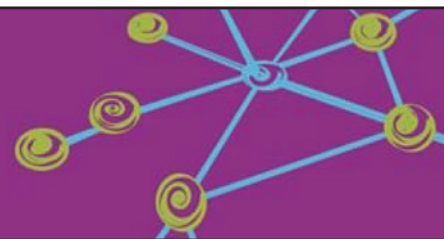
This Executive Summary was prepared by business analysts from [ExecuNet](http://www.execunet.com): a private membership organization for executives who drive career-long innovation from meaningful connections (www.execunet.com). Contributing were Lauryn Franzoni, executive director; Robyn Greenspan, editor-in-chief; Joseph Daniel McCool, senior contributing editor; and Will Flammé, online editor with contributions from Mark Anderson, Danielle Hawthorne, David Topus, Anthony Vlahos and Robert Weber.

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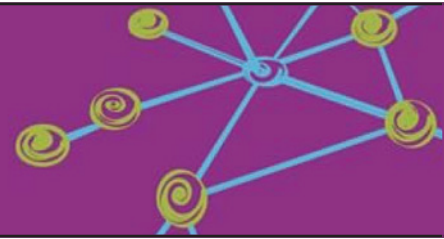


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Jeanne Meister

Innovation and the Workplace



There are many ingredients to innovation, and some of the most important are those that define the workplace – culture, mission, leadership and identity.

However, if today's employers view their workforces as static or homogenous resources to be dialed up when opportunity knocks and dialed down when the economic outlook presents unforeseen challenges, they're missing out on the potential of innovation and really failing to recognize all the segments of their employee population.

That's how training professional Jeanne Meister posited the challenge of innovation at the World Innovation Forum and how companies might harness its potential if they rethink and recreate the workplace and tap into the interests of employees who, like customers, bring widely divergent work and communication habits to the market every day.

Meister, co-author of *The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today* and founding partner of the Future Workplace consultancy, outlined three primary forces that are already shaping the 2020 workplace today:

DEMOGRAPHICS

By 2020, Meister projected, there will be five distinct generations of Americans working side by side in the workplace, and that so-called Millennials will represent almost 50 percent of the workforce. "We think age diversity is the

newest type of diversity...since individuals across generations have different communication and learning styles," she said. One key consideration for professionals of all ages is that, "If you want to be engaged and employable in the workplace, we have to all adopt a millennial mindset." That means integrating many of the web-based communications behaviors of today's younger workers into your routine, in part because it will become the norm in the workplace of the future.

SOCIAL WEB

Meister believes the emerging social web that connects people and ideas and which promises so much in innovation terms can actually have a big impact on creating and unearthing internal networks inside a company. The question is whether companies can seize on these opportunities to create the right internal dynamics that will allow the social web and innovation to cross-pollinate. To pursue the potential of internal corporate networks, companies have to recognize that there are both benefits and barriers at play:

Top 5 Benefits of Social Media In Companies	Top 5 Barriers Of Social Media in Companies
Collaboration	Security
Peer-to-peer learning	Confusion on usage
Knowledge-sharing	Culture
Productivity	Lower productivity
Development needs	Wrong data

By 2020, Meister added, "Every organization will have social media literacy training. It will be as common as diversity training and sexual harassment training."

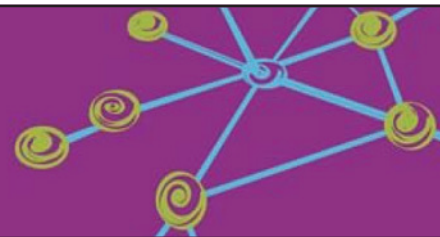
GLOBALIZATION

The number of companies on the *Fortune* 500 list from emerging countries continues to increase, said Meister, and the business world will have a decidedly different epicenter than it does today. The implications for global workforce managers are huge, and they are tied directly to innovation capacity. ■





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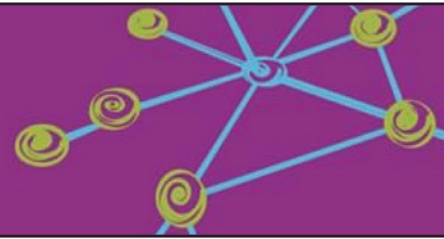
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