

The Conference on Cost Effective Innovation

University of Minnesota Continuing Education and Conference Center, St. Paul, MN

June 13-14, 2007



Organized by Strategy Research Institute with the Society of Concurrent Product Development



CONFERENCE AGENDA

Wednesday, June 13, 2007

7:30	Registration / Continental Breakfast
8:00	Welcome / Announcements

A. ORGANIZING A CREATIVE CULTURE FOR SUSTAINABLE INNOVATION

8:15	<i>Keynote: Planned Innovation at 3M</i> Andy Ouder Kirk
9:15	<i>Increasing Innovation through Concurrency</i> Peter Fritz, 3M
9:45	Break / Networking

B. STRATEGIES AND PROCESSES FOR SUCCESSFUL INNOVATION

10:00	<i>The Culture of Innovation</i> Panel Discussion
10:45	<i>Leadership—the Hidden Factor in Implementing a Strategy of Concurrency</i> Rick Martin, Lockheed-Martin
11:30	<i>A Corporate Strategy of Product Innovation: The Stanley Works Story</i> Will Hill and Jerry Kardas, SRG

C. INTEGRATING PRODUCT CREATION AND PRODUCTION PROCESS EXCELLENCE

12:15	Lunch	
12:30	Luncheon Speaker <i>The Chrysler Story: Integrating product and process innovation</i> John Miller et al.	
1:30	<i>Cost-effective Innovation in R&D Labs</i> Frank Hull, Cass Business School and SRI	
2:00	<i>Cost-effective Innovation in Product Development Systems</i> Paul Collins, University of Washington and SRI	
2:30	Break / Networking	
3:00	<i>Breakout I Session: Diagnosing Practices for Cost-effective in your Company</i>	
	<u>TRACK A:</u> ORGANIZING A CREATIVE CULTURE FOR SUSTAINABLE INNOVATION	<u>TRACK B:</u> STRATEGIZING FOR INNOVATION WITH ENABLING PROCESSES
		<u>TRACK C:</u> INTEGRATING PRODUCT CREATION AND PRODUCTION PROCESS

4:00	<i>Breakout Reports and Discussion</i>
5:00	Networking Reception
6:30	Dinner – Three venues for Tracks A, B & C

Thursday, June 14, 2007

8:00	Announcements		
8:15	<i>Speaker: TBA</i>		
9:00	<i>Overcoming Eco-system issues in Implementing Cost-effective Innovation, Will Hill</i>		
9:30	Break / Networking		
10:00	<i>Breakout Session II: Assessing Cost-effective Practices in your Company</i>		
	<i><u>TRACK A.</u> STRUCTURING CREATION PROCESSES FOR GENERATING AND COMMERCIALIZING NEW IDEAS</i>	<i><u>TRACK B.</u> TRANSFORMING PRODUCT CREATION SYSTEMS FROM FUNCTIONAL TO CUSTOMER CENTRIC</i>	<i><u>TRACK C.</u> CREATING PRODUCT DESIGN AND MANUFACTURING PROCESSES SIMULTANEOUSLY</i>
11:00	<i>Breakout Reports: Practices Driving Cost Effective Innovation</i>		
11:45	Lunch		
12:30	<i>Breakout Session III: Deploying Cost-effective Innovation Practices in your Company</i>		
	<i><u>TRACK A:</u> IMPLEMENTING SYSTEMS FOR CONTINUAL IDEATION</i>	<i><u>TRACK B:</u> INSTITUTIONALIZING STRATEGIC PROCESSES FOR MELDING PLANS WITH EMERGENT OPPORTUNITIES</i>	<i><u>TRACK C:</u> INTEGRATING PRODUCT DESIGN WITH SYSTEMATIC VALUE CREATION</i>
1:45	<i>Breakout Reports and Discussion</i>		
3:00	Break / Networking		
3:15	Wrap-up		
4:00	Departures		

Bonus Benefit

Four weeks after the Conference, on July 12, 2007, *join your fellow participants in a bonus teleconference call to follow up on your workshop track A, B, or C.* The teleconference call will focus on your plans and progress to transform your product creation system into one that is both innovative and cost effective. Details will be available at the Conference.

For more information and evidence on the benefits of deploying concurrent product creation systems, see the article “Cost Effective Innovation” in the Winter 2006-2007 issue of the SCPD newsletter *Concurrency* at www.scpdnet.org.

Presenters

Dr. Andrew J. Ouder Kirk, 3M, was the recipient of the 2004 ACS Creative Invention Award. Andy has 114 patents awarded and more pending. A fruitful collaboration positioned Andy into helping build a \$2B+ annual business for 3M. As a Corporate Scientist, his knowledge of planning for innovation is much sought after.

Peter Fritz, 3M, has spent over twenty years facing the customer in various product development roles at 3M. He currently is manager of Technical Education for 3M and is responsible for delivering meaningful educational content to 10,000 technical employees worldwide. Peter is also president of the **Society of Concurrent Product Development**.

Rick J. Martin, Lockheed-Martin, leads the customer solutions segment at MS2 Tactical Systems. He has served as Vice-President of Engineering as well as VP of operations during a career spanning over three decades. He has guided strategic management processes and product development processes in championing and implementing concurrent engineering best practices.

Will Hill, Strategy Research Group, leads as its chief executive. As Vice-President of Engineering and Technology at **The Stanley Works**, Will and his team established a customer driven new product planning and development process. This resulted in new product sales increasing from \$73 million in 1996, the year before he arrived, to \$300 million in 2001 with over a 300% improvement in engineering productivity. Of 700 new products, many received awards for innovation including eight *IDEA* awards for outstanding product design from the Industrial Design Society of America (Industrial Design Excellence Awards & Business Week)

Jerry Kardas, Strategy Research Group, directs its conferencing and technical education programs. Jerry formerly was Director of Technical Education for **Reed Exhibitions**. Earlier he worked at **The Stanley Works** as Global Director of Product Development and teamed with Will in training over 500 cross-functional leaders and team members.

John Miller, Michigan State University, is Director of Executive Education. John served as Vice-President of **Chrysler**'s large car platform in the 1990s prior to the Daimler era. He led the team in the development of numerous automobiles that received many industry awards including the J. D. Power and Associates IQS best-in-class awards for initial quality, the first ever for Chrysler Corporation. Chrysler made more money during this period than in its entire prior history. John also serves as Chairman of the Board of Directors of the Strategy Research Institute.

Paul Collins, is co-director of the **Strategy Research Institute** and a Professor at the **University of Washington**. Paul has many published research papers on innovation and productivity including "Cost Effective Innovation," "Pillars of Concurrency," "Axioms of Concurrency," etc.

Frank Hull, is co-director of the **Strategy Research Institute** and an Honorary Visiting Professor at the Cass Business School. Frank has authored many research papers. His books include Generating and Commercializing Ideas in Research and Development Organizations and Service Innovation.