



The Leadership
Forum

2007 Theme:
**Broadening Your
Innovation Horizon**

Office of Executive Programs



The **Leadership** Forum

Leading Innovation and Creativity

Speaker: Jeff DeGraff

Five Challenges for the Next Five Years

Speaker: Thomas Stewart

The Unstoppable Power of Leaderless Organizations

Speaker: Rod Beckstrom

Unleashing the Power of Generational Insight

Speaker: Cam Marston

FutureThink: How to Think Clearly in a Time of Change

Speaker: Edith Weiner

The Leader's Role in Change and Innovation

Speaker: David Herold

2007 Theme: Broaden Your Innovation Horizon

Jeff DeGraff

February 13, 2007



specs:: Jeff DeGraff is an internationally recognized expert in innovation and creativity and Clinical Associate Professor of Management Education at the University of Michigan Ross School of Business. *BusinessWeek* refers to him as the “Dean of Innovation” because he is a top consultant to 3M, Coca-Cola, GE, Pfizer and Reuters to name just a few. Jeff’s approach to innovation has been successful at launching several ‘Imagination Breakthroughs’ at GE. He is co-author of *Leading Innovation: How to Jumpstart Your Organization’s Growth Engine*.

big idea:: a combination of innovation, creativity and understanding the power of competing values to develop a pragmatic framework to unlock the creativity and capacity for growth in each of us

what you can expect to learn:: a proven framework for understanding innovation, developing an innovation operating model, and strategies for managing the competing values within your organization

Leading Creativity and Innovation

Roch Parayre

March 13, 2007



specs:: Roch Parayre is Senior Fellow at the Mack Center for Technological Innovation at the Wharton Business School and Managing Director of Decision Sciences International and has worked with scores of companies including—American Airlines, Disney, EDS, Lockheed Martin, Lucent, Merrill Lynch and Microsoft.

big idea:: the biggest dangers to your company are the ones you don’t see coming; today’s leaders must know how to spot them early and respond effectively; discover innovative methods for how to balance your time between focusing on your core activities and checking the periphery

what you can expect to learn:: how to decide what to look for, where to look, and how to interpret what you see by learning from the past, evaluating the present, and envisioning the future

Scanning the Periphery

Rod Beckstrom

May 15, 2007



specs:: Rod Beckstrom is co-author of *The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations*. What’s the hidden power behind the success of Wikipedia, craigslist, and Skype? What fundamental choice put General Motors and Toyota on vastly different paths? After five years of ground-breaking research, Rod will share some unexpected answers, gripping stories, and a tapestry of unlikely connections. Rod is a pioneer in the field of risk management and doing business in the Internet age.

big idea:: let’s explore what happens when starfish organizations take on spider organizations; discover how established companies, from IBM to Intuit to the US Government, are learning how to incorporate starfish principles to achieve success

what you can expect to learn:: understand the differences between starfish and spider organizations; and how leaders need to adjust their market strategies and leadership styles to compete

The Unstoppable Power of the Leaderless Organization

2007 Theme: Broaden Your Innovation Horizon

Cam Marston

July 17, 2007

Unleashing the Power of Generational Insight



specs:: Cam Marston is a recognized expert on demographics and the future of the workforce. He is an author, consultant and popular speaker who has worked with Fortune 500 companies and small businesses throughout the world to improve multigenerational relations and communications. Cam's insights are the result of more than eight years' extensive research and study inside businesses of all sizes and sectors. His first book *Motivating the "What's In It For Me" Workforce* was published in October 2005.

big idea:: interviewed hundreds of representatives of the various generations—and their answers to key questions are interesting, sometimes surprising, and a must-know for today's business leaders

what you can expect to learn:: new ways for approaching generational differences in the marketplace and a better understanding of the "Four Generations in the Workplace"

Edith Weiner

September 18, 2007

FutureThink: How to Think Clearly in a Time of Change



specs:: Edith Weiner is president of Weiner, Edrich, Brown, Inc., a leading futurist consulting group in the United States. Formed in 1977, WEB has served over 300 clients (corporate, academic, government) in identifying opportunities in marketing, product development, strategic planning, investments, human resources, public affairs and advertising. Edith has been a guest lecturer at Wharton, Harvard and Brown. She is the co-author of four books including *FutureThink* (Prentice-Hall, 2006).

big idea:: *FutureThink* teaches the most important leadership skill you can learn right now—how to manage the future. This session will stretch the boundaries of our perception and open new avenues for development.

what you can expect to learn:: An American Express executive says that "this primer on critical thinking is a vitamin-B shot to the brain."

David Herold

November 13, 2007

The Leader's Role in Change and Innovation



specs:: David Herold (Ph.D., Yale University) is the Gary and Elizabeth Jones professor of organizational behavior at the Georgia Tech College of Management. He is a popular executive development speaker and a consultant to Fortune 500 companies in the areas of executive development, change management, and other behavioral issues in organizations. David is co-author of *Slaying the Change Dragon*, scheduled for release in late 2007, based on his extensive consulting, teaching, and research experiences in the area.

big idea:: conventional wisdom, e.g., people naturally resist change, is wrong. Instead, change success is a function of the complex interplay between the nature of the change, the setting in which it takes place, the people asked to embrace it, and the process used to implement it

what you can expect to learn:: new models for thinking about change and a better understanding of why so many of our changes do not produce the intended results

Three Easy Ways to Register

The Leadership Forum—founded by John Horton in 1996—is designed to improve business performance through better thinking. It is committed to providing fresh perspectives, new thinking, and challenging ideas from the world’s best business thinkers whose “star is rising.” All sessions are held at the Georgia Tech College of Management in Midtown Atlanta and begin at 8:30 am and end at 12:00 noon. The tuition is \$2,950 per person for all six sessions. The 2007 speakers are:

- **Jeff DeGraff**, Leading Creativity and Innovation, 02.13.07
- **Roch Parayre**, Scanning the Periphery, 03.13.07
- **Rod Beckstrom**, The Unstoppable Power of the Leaderless Organization, 05.15.07
- **Cam Marston**, Unleashing the Power of Generational Insight, 07.17.07
- **Edith Weiner**, FutureThink: How to Think Clearly in a Time of Change, 09.18.07
- **David Herold**, The Leader’s Role in Change and Innovation, 11.13.07

OPTION 1 **YES.** Please register _____ participant (s) for The Leadership Forum 2007 and send an invoice. I will complete this form and fax it to Georgia Tech at 404.894.5603.

Contact Name: _____ Organization: _____

Street Address: _____ City: _____ State: _____ Zip: _____

Position: _____ Division/Dept: _____

Phone: _____ Fax: _____ Email: _____

OPTION 2 **YES.** I am interested in attending The Leadership Forum 2007 and will call 404.894.8700 at a later date to register myself, and perhaps others.

OPTION 3 **YES.** I am interested in attending The Leadership Forum 2007 and will go to the Georgia Tech College of Management’s web site www.execinfo.org to register online for myself, and perhaps others.

For more information: If you have questions regarding program content or if you’re interested in registering for individual sessions, please contact Dan Stotz, director of executive programs, at 404.894.8700 or dan.stotz@mgt.gatech.edu
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