

DAY 1: 9 SEPTEMBER 2008 The Big Picture, Vision, Future

7.45-8.00 Registration & Networking

Vision for Australian innovation – Return on Imagination

8.10-8.30 **Welcome to InnoFuture 2008**

Margaret Manson, Founder, InnoFuture

Michael Ossipoff, Director Customer Executive Programs, Telstra (**Chair, Day1**)

Official Acknowledgement of the Aboriginal Community

8.30-8.45 **Vision for Australian Innovation.** Victorian State Government has lead innovation ahead of other states for the past two decades. We have a unique mix of industries here to create a sustainable economic model lead by innovation. What's holding us back?

Gavin Jennings MLC, Victorian Minister for Innovation

8.50-9.50 **Return on Imagination** - Why, what and how of innovation. Problem seen is half the solution. How to identify the right business problems; practical approaches that encourage exploration, clarification, customer engagement, prototyping and testing; how to measure return on innovation success; take away five universal principles to apply to your business

Tom Wujec Autodesk (Canada)

9.50 – 10.30 Break: InnoFuture Interactive – World Café: InnoPod topic discussions

Strategic planning for innovation

10.30-11.15 **Granularity of Growth – strategic innovation – the Alchemy of Innovation:** identifying white spaces for growth

Mehrdad Baghai, Alchemy Partners

11.15-12.00 **Collaboration 21st century style - the thrill of Speed:** No one can do it alone. Collaboration is the fastest and safest way to market. What are the best ways to align for success and how to find the right partnerships that result in breakthrough opportunities

Peter Williams, Deloitte Digital

12.00-1.30 Lunch Break Break: InnoFuture Interactive – World Café: InnoPod topic discussions

Innovating for global market opportunities – the Future is here

1.30-2.20 **Future horizons: Drivers of Change.** Using Natural Capitalism to Deliver Competitive Advantage. Leaders in environmental protection, social policies and good governance apply Natural Capitalism principles that make them more profitable. Find out how you achieve dramatic improvements in resource use efficiency, product design based on approaches like biomimicry and cradle to cradle and managing institutions to restore both human and natural capital, and create durable competitive advantage.

Hunter Lovins, Natural Capitalism (USA)

2.20-3.05 **The Case for Open Innovation:** what is the imperative of open innovation in the connected Knowledge-based world? Why does it thrive in the age of ubiquitous computing and internet? What are the benefits for business? The IP paranoia: can the old tower be defended or has the war moved onto the even field?

Richard Jefferson, Founder, Biological Open Source (BiOS), CEO, CAMBIA and Patent Lens, open access platform for patent transparency

A Case: Breaking the boundaries – Exploiting the potential of IP in the accelerating, Open Knowledge Economy. How to innovate to turn your cost centres into profit.

Steve Telburn, Secret Sauce

3.30-4.00 Break: InnoFuture Interactive – World Café: InnoPod topic discussions

Imagination and Creativity – the essence of Innovation

4.00-4.45 **The Alternative Futures Of Innovation.** Discover the emerging issues likely to impact on how we think and innovate. Learn about radical concepts that drive innovation at the cutting edge: meditation; mindful leadership; new economic indicators such as the gross national cool; scientific developments via the transparent brain/mind/spirit and, lessons from macro-historians, those who seek to understand the future through grand patterns of change. Explore a depth approach to innovation, where data, system, worldview and inner story all need to transform if we wish to create a culture of innovation. Case studies from city, national and organizational projects.

Prof Sohail Inayatullah, Tamkang University, Taiwan and University of the Sunshine Coast, Political Scientist and Futurist, metafuture.org

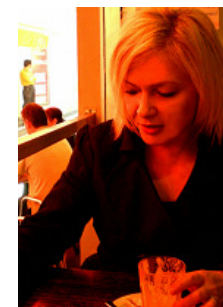
4.45-5.15 **Turbo-charging Business Creativity** - psychological side of engaging 'creativity' in every aspect of business – mind games to give results and develop new creative habits across the entire enterprise.

Dr Amantha Imber, Inventium

5.15 – 5.30 **Day 1 Summary: Tom Wujec / MC**

5.30-7.30 **SPECIAL DIVERSITY SEGMENT - including: Cocktail & Networking Function** →

Welcome to InnoFuture 2008!



Innovation is about people and passion for pushing the boundaries and thinking differently that comes from embracing diversity. It is about venturing from the

comfortable middle to the cutting edge at the intersections of industries, professions and cultures.

InnoFuture 2008 presents a holistic way of thinking about innovation by bringing together world's best resources to provide some answers and help ask the right questions. Attend InnoFuture 2008 program and learn how to create lasting competitive advantage. I invite you to play the strategic game of the future!

Margaret Manson
Chief Inspirator and Founder,
InnoFuture

Your InnoFuture Take-away Menu:

- New tools for innovation in products, services, processes and systems.
- How to build and energise innovation culture
- New thinking about innovation as a business strategy and how to DO IT
- Broader horizons for global opportunities
- Innovation DNA to apply
- Dedicated professional network
- Inspiration!

5.30-7.30 SPECIAL DIVERSITY SEGMENT:

All that Jazz... The Art of Business

A 'Jam Session' designed to break thinking boundaries through diversity. 'Jammers' from diverse businesses will share their inner thought processes that lead to creativity and innovation in: performing arts, music, business and science. Revisit your own source of passion and inspiration.

'JAMMERS': Gideon Obarzanek (**Chunky Move**), Tristram Carfrae (**Arup**), Peter Bain-Hogg (**Renegade Films**), Simon Moss (**Monash Uni**), Dr Richard Jefferson (**Cambia**), Peter Williams (**Deloitte**) – **and Jason Gann (aka Wilfred the Dog)**

DAY 2: [SEPTEMBER 10] How to: Systems, Tools, Peer Interaction, World Café, Innovation DNA 2.0

7.45 - 8.00 Registration & Networking

Innovation in the context of National and Global Connected Economy

8.00-8.15 Welcome from the Chair: Gerhard Vorster, Deloitte

8.15-8.55 Australian Innovation Review – Close look at the innovation context for Australia as a country engaged in the innovation race: where are we now and where to from here? Findings of the National Innovation Review: the ‘Green paper’

Dr Terry Cutler – Chair, National Innovation Review

9.00-9.45 Bilingual Innovator – the Marriage of Innovation Culture and Commercialisation – how to grow business from ground zero to over 70% market share in less than a year and keep it there for 15 years? Real Innovation or genius occurs, when your design staff possesses both intimate insight into what the customer really cares about from personal contextual customer engagement, and the technical or process skills needed to meet those needs. Being Bilingual in both the requirements and solution spaces provides a very high level of Objective Clarity: here is where we are, here is where we are going and here is how we are going to get there. A team’s level of Objective Clarity is a good leading indicator for program profitability. Armed with Objective Clarity design teams intrinsically make the right choices at the 1000s of decision points that are part of every design cycle. In his presentation Richard will outline the process for developing and sustaining a bilingual culture.

Richard Paynting, former Director NPD Bose, CTO Klipsch

9.45-10.30 Break: InnoFuture Interactive – World Café: interest group InnoPod discussions continue

Different approaches to innovation

10.30-11.05 The Gigabyte Future – Technology and the Innovation Helix - facing the future; trends that will shape the future of business, work, life and economies – and how to harness them through technology.

Michael Ossipoff, Director Customer Executive Programs, Telstra

11.10-12.00 Design Thinking – in search of Competitive Advantage: a Meaningful Experience - It's no longer enough for organizations to rely on traditional triggers of growth. ‘Meaning’ emerges as the most important strategy for satisfying customer experiences, and deep customer relationships. Find out how to engage meaning, values, and emotion as part of the innovation process. Discover six dimensions of experience design and how design-led innovation increases success in creating meaningful offerings in the future.

Nathan Shedroff California College of the Arts (USA)

12.00-1.30 Lunch Break - InnoFuture Interactive – World Café: InnoPod topic discussions

Culture Transformation for building Innovation Capacity

1.30-2.15 Energising Corporate Culture for innovation – Fitness Program or Plastic Surgery? How to weave innovation into the fabric of the organisation? Why is an innovation culture the key enabler for a company’s growth? With no single recipe for innovation, what approach J&J has towards innovation; what tools and techniques, and, mostly, what behaviours must be fostered to build and sustain innovation on a daily basis.

Gian Taralli Johnson & Johnson (Brazil)

2.15-3.15 Innovation Leadership – Imbedding Innovation for success: Innovation leaders from some of Australia’s most innovative companies and International Experts reveal what drives innovation success in their organisations and how to get most out of innovation systems and culture to drive opportunities for breakthrough outcomes.

Panel: David Varcoe (Bluescope), **Gian Taralli** (Johnson & Johnson), **Chris Bartlett** (Spectrum Wired), **Richard Paynting**, **Michael Ossipoff** (Telstra)

Moderator: Gerhard Vorster (Deloitte)

3.15-3.30 Break Wake-up stretch, coffee and chocolate shot!

Takeaway Menu – Getting ready to act

3.30-4.15 Quantum Innovation – the Rise and Rise of an Innovative Organisation: how can an organisation adopt the right innovation management model using cycles of disruptive and incremental innovation to ensure growth that defies economic downturns. Learn about low cost disruptive innovation models, secrets of small countries and successful organisations that have built a strong innovative infrastructure and how to allocate resources to different models that work.

Dr Ian Maxwell R&D Tools (NZ)

4.15-4.40 InnoFuture Interactive: Putting it together – Summary presentation of a 3-course Take-away menu for each of the six key topics discussed in InnoPods at the World Café throughout the conference. Detailed summary of all outcomes will be published after the conference

Presentation: InnoPod Leader, Amantha Imber (Inventium)

4.40-5.00 The Complete Picture - final Visualisation of What’s important to implement innovation in your organisation - **Tom Wujec**, Autodesk (Canada)

5.05-5.15 Summary & Official Closing - Gerhard Vorster, Deloitte

DAY 3: [SEPTEMBER 11] – MASTERCLASS

EXCLUSIVE In-depth Exercise in innovation with international experts

8.30 – 12.30 Interactive workshop # 1: NATHAN SHEDROFF

Deep Dive: experience design strategy for breakthrough innovation

This is a hands-on exercise in Experience Design-based product and service development. Utilising anthropological approach, you will learn how to adopt key new concepts and practical tools to take back to your organisation to be able to build innovative elements into your products and services for competitive advantage.

12.00 – 1.15 Lunch and Networking