



PRESENTATION OVERVIEW

Is your organization an innovation leader?

If your vision is solely driven by next quarter's results, you may be slowing your ability to get ahead in the future. You need to do the right things today to continue to grow your business. You need the right people in a creative culture that stimulates the flow of fresh ideas and the translation of insights into solutions.

Innovation is not just about your products and services; it is about your business model, your processes, and your customer's experiences with your brands. It is about how you leverage your partnerships, alliances, and networks; it is about your delivery channels and core offerings. All these things create value for your customer.

Those who successfully navigate innovation give us many clues into what works and what doesn't. Cheryl Perkins has a unique perspective on how companies like Apple, HP and Visa have distinctive organizational structures with some commonalities that will help you understand which model works best.

Ms. Perkins' presentation will cover the following:

- The innovation imperative
- Innovation opportunities
- Lifecycle of innovation
- Innovation model and principles
- Case studies of the most innovative companies

SUSTAINABLE COMMUNITY SERIES

SC Johnson

IN PARTNERSHIP WITH

Downtown Racine Corporation

PRESENTS:

Delivering Game Changing Innovation

Wednesday
February 20, 2008

5:30 - 7:00 PM
Doors open at 5:00 PM

RSVP
(262) 260-2154

Program Location:
THE GOLDEN RONDELLE THEATER

1525 Howe Street, Racine, WI 53403
(262) 260-2154
email: Rondelle@scj.com

Cheryl Perkins

Founder & President
Innovationedge

Cheryl Perkins is a sought-after global innovation speaker and creative catalyst in brand-building initiatives. She has traveled the world for more than 25 years to present her expertise in innovation to executives and business owners.

- Named as one of the Top 25 Champions of Innovation by *Business Week*
- Recognized as a top executive driving vision within the consumer goods industry by *Consumer Goods Technology* magazine

Perkins founded Innovationedge, a strategic global innovation consultancy based in Wisconsin. Prior to this, she served as Kimberly-Clark's Senior Vice President and Chief Innovation Officer. She has eight U.S. patents and several more pending.

"Truly innovative companies don't rely on a one-size-fits-all approach to innovation, but learn to leverage their unique capabilities and competencies with new understanding of how to grow in multiple areas including business models, processes, products, services and customer experience."