

February 27-28, 2012 CII Innovation Center, Shanghai

# MAKING INNOVATION WORK

**Success From Both Within And Outside**



**Cheryl Perkins, President of Innovationedge; former Senior Vice President and Chief Innovation Officer for Kimberly-Clark.**



**Patrick Clusman, Chief Operating Officer of Innovationedge, formerly 26 years in various leadership roles at Kimberly-Clark and most recently was the Director, Enterprise Innovation.**



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INNOVATION

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## About the Workshop Leaders



### Cheryl Perkins

Cheryl Perkins is president of Innovationedge. As a global thought leader in innovation, Perkins brings more than 25 years of expertise in leading companies to identify and transform insights, designs, technologies and capabilities into total solutions and new-to-the-world innovations.

### INNOVATOR

Cheryl has eleven U.S. Patents with several more pending.

### SEASONED EXECUTIVE

With over 20 years experience directing growth and innovation, Cheryl most recently served as the Senior Vice President and Chief Innovation Officer for Kimberly-Clark. She ran the company's innovation and enterprise growth organizations, including research and development, engineering, design, new business, global strategic alliances, environment, safety and regulatory affairs, and oversaw innovation processes, systems and tools.

### AUTHOR

Co-author of the book Conquering Innovation Fatigue.

### RECOGNITION

- Named a "Top 25 Champions of Innovation" by Business Week
- Recognized as a "top executive driving vision" within the consumer goods industry by Consumer Goods Technology
- Georgia Institute of Technology "Outstanding Young Engineering Alumni"

## Organizer



### Patrick Clusman

Pat is an accomplished professional with 30 years of experience directing and managing teams and leading successful large scale programs and projects. He has a broad background in information technology coupled with exceptional collaboration and facilitation skills. He is a champion for innovation processes and capabilities, organization-wide knowledge sharing and collaboration.

### SEASONED EXECUTIVE

Prior to joining Innovationedge, Pat spent 26 years in various leadership and management roles at Kimberly-Clark and most recently was the Director, Enterprise Innovation. Pat directed, managed and led project teams that developed and deployed a standardized global personal computing infrastructure, an innovation management framework and portfolio management capabilities. Pat also defined, planned and directed several large-scale Innovation showcases and conference events.

Early in his career, Pat was a Management Information Services professional responsible for distributed processing systems at Mercury Marine, a division of Brunswick Corporation.

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## Agenda

1. Wiring together your business, marketing and innovation Strategies

*Market changes are causing companies to adapt their business strategies. Reduce uncertainty, complexity and instability by connecting your business, marketing and innovation strategies.*

- Linking Innovation agenda to business strategy
- Traditional versus strategic innovation
- The role of the leader and Stakeholders



2. The key focal areas of innovation

*Identify and apply the key focal areas of Innovation, from business strategy to customer experience.*

- Strategy and business model
- Core capabilities and processes
- Product and service offering
- Customer experience
- Case studies



3. Leading for Innovation

*How leaders and innovators in today's global environment can lead continuous innovation, promote innovation, and motivate team members.*

- The role that leadership should play
- Characteristics of leaders and how they engage innovators
- Tools for motivating and inspiring innovators
- Exercises



4. Using the Innovation Pyramid™ to Create an Innovative Culture

*Explore key capabilities, the corporate value system and unspoken rules of interaction to creating an Innovative culture.*

- Culture Assessment
- Key components of the Innovation Pyramid™
- Improving the value proposition
- How to identify and address the real pain points
- Conquering Innovation Fatigue
- Exercises



5. Growing internal and external network of innovators

*Discover how collaborative networks open the door to meaningfully transforming the ways in which people engage with one another as they pursue innovation*

- The right Degree of Openness
- Techniques to define and develop your required ecosystem
- Prospecting and scouting
- Successful external collaboration
- Finding the Right Partners
- Structuring and Building relationships
- Collaboration maturity assessment
- Case Studies

Organizer



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## China Institute for Innovation ( CII )

China Institute for Innovation is a consulting and academic organization established specifically to help Chinese companies, multinational organizations and government agencies to meet the needs for world-class expertise in innovation.

CII is a leading innovation education, training, research, and networking institute in China.

CII offers a wide variety of programs to help people at all levels and in all roles to understand and master the principles and practices of innovation, to help their organizations succeed in the innovation- driven economy.



## Recent Clients:

Alcatel, Bayer, Li-Ning Sports, Cadbury, C-Bons, Changhong, Conexant, DSM, Emerson, EPCOS, GE, Gemalto, Grammer Automotive, Haier, Huntsman, Intel Shanghai, Invista, Johnson & Johnson, Kohler, Kone, Kraft, Lenovo, Nokia, Packetfront, Philips, Perfect,Putzmeister, Saint-Gobain, Schneider Electric, Shanghai Ericsson, Tencent, Verigy, etc.

## Organizer



## Upcoming Events:

### Product Innovation

Led by Joe Zhou, November 28-29, 2011  
Shanghai

### TRIZ

Led by Daniel Sheu, January 9-11, 2012  
Shanghai

### Disruptive Innovation for Consumer Industry

Led by Sandy Ping, January 12-13, 2012  
Shanghai

### Making Innovation Work

Led by Cheryl Perkins, February 27-28, 2012  
Shanghai

### Hidden Customer Needs for B2B Companies

Led by Keith Goffin, March 26-27, 2012  
Shanghai

### Hidden Customer Needs for B2C Companies

Led by Keith Goffin, March 29-30, 2012  
Shanghai

### R&D Project Management

Led by Ray Sheen, April 16-18, 2012  
Shanghai