



## *Demystifying Innovation: How to Create a Culture of Innovation that Drives Business Growth*

*With Soren Kaplan, Center for Effective Organizations  
Hosted by 3M Company*

Tuesday, May 23, 2017

8:30 am – 9:00 am	Registration and Continental Breakfast
9:00 am – 9:30 am	Program Overview
9:30 am – 10:00 am	<b>Demystifying Innovation</b> <ul style="list-style-type: none"><li>• Defining Innovation</li><li>• Types of Innovation</li></ul>
10:00 am – 10:30 am	<b>The Dynamics of Disruption</b>
10:30 am – 10:45 am	<b>Break</b>
10:45 am – 11:15 am	<b>Working Session: Disruptive Innovation Mapping</b>
11:15 am – 12:00 pm	<b>Organizational Dynamics of Innovation</b>
12:00 pm – 1:00 pm	<b>Lunch</b>
1:00 pm – 2:45 pm	<b>Invisible Barriers to Innovation Culture</b>
2:45 pm – 3:00 pm	<b>Break</b>
3:00 pm – 4:00 pm	<b>Embracing Disruption – Creating a Culture of Innovation at CSAA Insurance Group</b> David Underwood, Insight and Innovation Leader, CSAA Insurance Group
4:00 pm – 5:00 pm	<b>Creating a Culture of Innovation</b>

**University of Southern California**

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Wednesday, May 24, 2017

8:30 am – 9:00 am	<b>Continental Breakfast</b>
9:00 am – 10:30 am	<b>Creating a Culture of Innovation</b> <ul style="list-style-type: none"><li>• Leadership Behavior</li><li>• Structure and Process</li><li>• Innovation Metrics</li><li>• Rewards and Recognition</li><li>• People and Talent</li><li>• Technology</li></ul>
10:30 am – 10:45 am	<b>Break</b>
10:45 am – 12:00 pm	<b>Assessing Innovation Culture</b> <ul style="list-style-type: none"><li>• Surveys</li><li>• Interviews</li><li>• Observation</li></ul>
12:00 pm – 1:00 pm	<b>Lunch</b>
1:00 pm – 2:00 pm	<b>Working Session: Innovation Culture Mapping</b>
2:00 pm – 3:00 pm	<b>Creating a Culture of Innovation at 3M</b> Gayle Schueller, Vice President, New Platforms – Growth and Commercialization, 3M Company
3:00 pm – 3:15 pm	<b>Break</b>
3:15 pm – 4:00 pm	<b>The Future of Innovation</b>
4:00 pm – 5:00 pm	<b>Tour of the 3M Innovation Center</b>

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