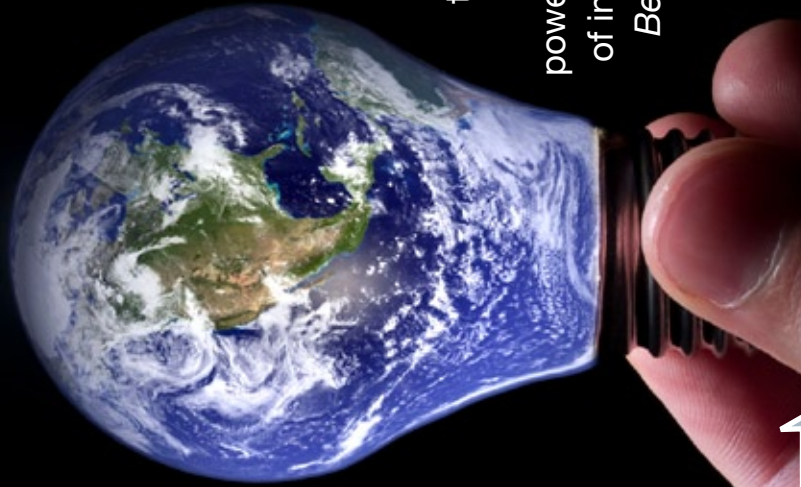


The **Lean** Innovation Symposium



Innovation is
the competitive
advantage that
powers the success
of industry leaders.
Become a leader!



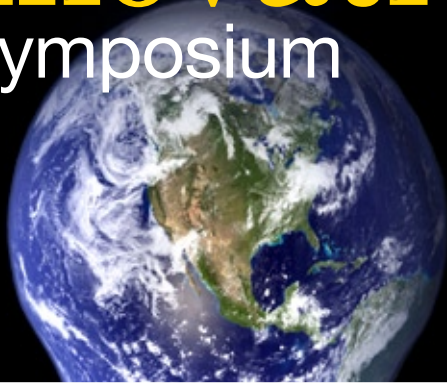
October 6-9, 2008

Gaylord Opryland Resort Nashville, TN



Using Lean principles to facilitate
and nurture the inspiration necessary for
producing the next **BIG** thing

The **Lean** Innovation Symposium



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It is impossible to overstate the importance of producing your product or service efficiently with as little waste as possible. It is the competitive advantage that powers the success of industry leaders.

The Lean Innovation Symposium

There isn't a business that doesn't want to be more creative. According to a recent study, 75 percent of CEOs from the fastest growing companies claim their strongest competitive advantage comes from their unique products and services and the defined business processes that propel them to market—innovation by another name.

The value of innovation is undeniable and profound. Creating a highly sought after product or inventing a process that allows your company to bring its products to market cheaper, faster, or with better quality than your competitors is life sustaining. It is the "leg up" that can catapult a company to the forefront of its industry and keep it there for years.

So how can a company fan the flames of innovation and harvest the fruit resulting from the outpouring of creativity? To best facilitate innovation it is incumbent that all available resources are used and a structure is put in place to support the most efficient mining of those resources. In other words, companies need to apply Lean principles to their research and development efforts.

Lean is synonymous with the elimination of waste and while most organizations are aware of how Lean strategies may be applied in their production and administrative functions they are unable to wrap their minds around how these same principles might be applied to the facilitating and harnessing of inspiration which manifests as new innovations.

In the Lean Symposium we present the findings of our extensive investigation of some of the most innovative companies in the world. We present these findings in a series of linked sessions focusing on Leadership, Strategy, and Tools and Techniques.

Join us in Nashville for this four-day Lean Innovation Symposium and discover techniques to harness your organization's creative thinking.

Innovation can be more than just a competitive advantage. It can manifest as market domination and even create markets where none existed. Innovation is the competitive advantage that powers the success of industry leaders. Become a leader!

This Symposium Will Feature:

Leadership Forums

Come prepared to talk about your current state, and the issues currently keeping you from reaching your goals. Share information with other participants and instructors and gain insights that will allow you to move your program forward upon your return home. For further details, visit the symposium website at www.leaninnovation.net.

Special Sessions

The symposium will feature several opportunities to get your issues addressed and for you to do some benchmarking. For further details on these sessions, visit the symposium website at www.leaninnovation.net.

Special Sessions include:

- Lean Discussion Groups
- Facilitated Debriefing Sessions
- Special Planning Sessions
- Vendor Sessions

Lean Exhibition

The symposium will feature a small exhibit of products and services designed to facilitate improvement. If you have a product or service that facilitates the implementation of Lean, this symposium will provide an opportunity to showcase your organization. For additional details on becoming an exhibitor, visit www.leaninnovation.net.

Workshops

These sessions focus on the leadership, strategy, tools and techniques you need to master to improve your organizations ability to innovate and develop new products and processes better, cheaper, faster. See next page for additional details.

Case Studies

In these sessions, delivered by industry leaders and practitioners, gain a perspective on what can be accomplished by applying Lean techniques to research and development. Learn what works, what doesn't, and what will bring you to the next level.



Symposium Workshops

Innovation Leadership

Why is it that some companies seem to have a “knack” for consistently introducing creative products/services? What is different about the beliefs, skills, behaviors and expectations of the leadership of these organizations? Can they be replicated in your organization? In this session we will discover the answers to these questions and others by decoding the innovation “DNA” of the leaders of some of the world’s most innovative companies.

The Strategy of Innovation

In this session we present the key concepts associated with innovation in your products/services and strategic intent. We present the supporting structures and mechanisms that the best innovators adopt in order to visibly and directly connect innovation to the strategy of the organization. The outcome... employees and teams are well set-up to meaningfully deploy the various tools and techniques of creativity and innovation as part of their daily work routine.

Four-Fields Mapping

In traditional project planning, the project is scoped out, broken down, chunked up, and then parceled out to those who will be working on the individual tasks. And while this method has its strengths, it also has its weaknesses...typically people and quality. The problem with traditional project planning is that it does not put nearly enough emphasis on who will be doing the work and even less on quality. Four-Fields Mapping is the Toyota technique of project planning using what we might call a cross-functional process map. This simple mapping system helps connect four fields—people, phases, tasks, standards—to create a robust project planning system that cements the cross-functional relationships that are critical to success. In this workshop we will explore the Toyota approach to project planning, look in more detail at the four fields and learn how to draw the Four-Fields map.

For additional information: www.productivityinc.com www.leaninnovation.net

Lean Innovation—Tools and Techniques

How deep is your organization’s knowledge of the core principles associated with creative thinking? How extensive is your company’s idea generation and evaluation tool kit? In this session we present the concepts of the mind’s creative immune system, vertical vs. lateral thinking, pattern recognition, the power of previous perceptions, and the Graham-Wallis 5-Step Creative Process. Tools to be explored include Idea-Mapping, 8R’s, TRIZ, and the Morphological Matrix.

Lean Product/Process Design Using 3P

Are you ready to advance your improvement efforts past kaizen into the realm of kaikaku and do it in a way that leverages your organization’s newly acquired innovation capabilities? In this session we will explore the secrets to Toyota’s approach to achieving innovative product and process designs that are relatively waste free from the start. Learn some of the tools and techniques which attack design related waste and ratchet-up the level of creative thinking that we embed in our products and processes.



“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

Charles Darwin

“If at first the idea is not absurd, then there is no hope for it.”

Albert Einstein

“If the doors of perception were cleansed, everything would appear to humans as it is, infinite.”

William Blake

Symposium Agenda (tentative, subject to change)

MONDAY, OCTOBER 6, 2008

7:30am	Opening Remarks
8:00am–9:00am	Andrew P. Seddon , PhD, Senior Director, Strategic Management Group, Pfizer Global Research and Development
9:10am–10:10am	Session to be Announced
10:10am–10:35am	Refreshment Break
10:35am–11:35am	Dan Dimancescu , M.A.L.D., Founder and President, Technology and Strategy Group and author <i>The Lean Enterprise: Designing & Managing Strategic Processes for Customer-Winning Performance</i>
11:45am–12:15pm	Discussion
12:15pm–1:00pm	Lunch
1:00pm–5:00pm Workshop	Innovation Leadership

TUESDAY, OCTOBER 7, 2008

7:00am–7:45am	Leadership Forum
8:00am–12:00pm Workshop	The Strategy of Innovation
12:00pm–1:00pm	Lunch
1:00pm–5:00pm Workshop	Lean Innovation Tools and Techniques—Part 1

WEDNESDAY, OCTOBER 8, 2008

7:00am–7:45am	Leadership Forum
8:00am–12:00pm Workshop	Lean Innovation Tools and Techniques—Part 2
12:15pm–1:00pm	Lunch
1:00pm–5:00pm Workshop	Lean Product/Process Design Using 3P—Part 1

THURSDAY, OCTOBER 9, 2008

7:00am–7:50am	Leadership Forum
8:00am–12:00pm Workshop	Lean Product/Process Design Using 3P—Part 2
12:00pm–1:00pm	Lunch
1:00pm–5:00pm Workshop	Four Fields Mapping

The Innovation Symposium is being co-located with two other powerful Lean events. For additional information visit the event websites listed below:



The Lean Management Conference

A five-day Lean learning event developed to help manufacturing organizations achieve Lean success! Visit www.leanmanufacturingconference.com

The Lean Executive Forum

A two-day Lean event developed to help today's executives create and lead a successful Lean organization. Visit www.leanexecutiveforum.com

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To Register: Call: 1-800-966-5423 or 203-225-0451
Online: www.leaninnovation.net

Download the registration form & fax back to 1-203-225-0771 or mail to: Productivity Inc., 4 Armstrong Road, 3rd Floor, Shelton, CT 06484

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Hotel Accommodations

The Gaylord Opryland Hotel: The symposium will be held at the Gaylord Opryland Resort in Nashville, TN 37214. The Opryland Resort and Convention Center is just minutes from the sights and excitement of Music City. Located on the banks of the Cumberland River, Gaylord Opryland is a short drive from Nashville International Airport and a short drive or riverboat cruise from downtown Nashville.

Reservations: A block of rooms is being held for attendees of the symposium for the reduced rate of \$185.00 single/double occupancy per night, plus tax. This special rate will be available until September 11, 2008. After this date the rate is subject to availability. Please call the hotel at (615) 883-2211 and mention code C-PINC or to book online visit www.leaninnovation.net.

For additional details on the resort, please visit their website at www.gaylordopryland.com

Cancellations

Conference registrations may be transferred to another colleague without charge. To be considered for a refund, we must receive notice of cancellation in writing no later than 21 business days prior to the event. Cancellations received within 21 business days are subject to the full fee and credit will be held on account for up to one year for use at a future event. There is a \$200 processing fee for all cancellations.

Consultants and university faculty may be excluded from attendance to some sessions.