

The Other Side of Innovation

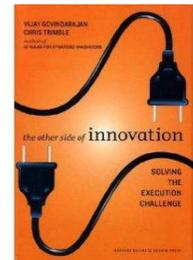
Solving the Execution Challenge

June 15, 2011

8:30 am – 4:30 pm

“Genius is one percent inspiration, ninety-nine percent perspiration.” Thomas Edison said it over a century ago. Nobody listened. When companies launch innovation initiatives, they typically allot almost all of their time and energy on that initial one percent — the thrilling hunt for the breakthrough idea. But the much ballyhooed burst of inspiration is merely a starting point. The real innovation challenge lies beyond the idea. It lies in a long, hard journey from imagination to impact.

For ten years, Chris Trimble has studied one critical question, one that vexes even the best managed corporations: *What are the best practices for executing an innovation initiative?* Regardless of the type of innovation, the crux of the challenge is always the same. Business organizations are not designed for innovation; they are designed for ongoing operations. And there are deep and fundamental conflicts between the two.



This workshop will draw on examples from innovators as diverse as Allstate, BMW, Harley Davidson, IBM, Nucor, and Timberland.



Chris Trimble has dedicated the past ten years to studying a single challenge that vexes even the best-managed corporations: *how to execute an innovation initiative.*

His work came to fruition with the 2010 publication of ***The Other Side of Innovation—Solving the Execution Challenge***. Chris has also published three lead articles in the *Harvard Business Review*, including “How GE is Disrupting Itself,” in October 2009, with GE Chairman and CEO Jeff Immelt and Vijay Govindarajan.

Chris’s career mixes rigorous academic research with hard-nosed practical experience. His interest in innovation within large organizations developed early in his career, when he was a submarine officer in the United States Navy.

Chris is currently on the faculty at the Tuck School of Business at Dartmouth. He is a frequent keynote speaker and has spoken all over the world. He has also published in the *MIT Sloan Management Review*, *California Management Review*, *BusinessWeek*, *Forbes*, *Fast Company* and *The Financial Times*. He holds an MBA degree with distinction from the Tuck School, and a Bachelor of Science degree with highest distinction from the University of Virginia.

This program will help executives:

- Avoid the most poisonous myths about innovation
- Understand why the two most common approaches to making innovation happen have severe limitations
- Build the right team for any initiative
- How to treat innovation as a process of disciplined experimentation