Georgia Tech Scheller College
Innovation Management Consortium Program

Next Dates: October 9-13, 2017
World Class Thought Leadership

- This program features dynamic classroom learning sessions on entrepreneurial principles and creative processes.
- Lessons will be activated immediately to drive product innovation in facilitated or private teamwork sessions.

Co-Academic Director
Innovation Management Consortium Program

Maryam Alavi, PhD
Dean,
Stephen P. Zelnak Jr. Chair
Scheller College of Business
Innovation Management Consortium Program (IMCP)

Immersive Program Setting: Georgia Tech Innovation Ecosystem

Tech Square: Corporate America’s Top Destination. Lured by Georgia Tech’s talent and research, Fortune 500 corporations such as AT&T Mobility, NCR Corp., Home Depot and Coca-Cola Enterprises Inc. have established R&D centers in Tech Square — an 8-block mixed-used development that is home to startups, venture capitalists, research labs and business incubators.
A Learning Program With Real Organizational Impact

- Bring and develop your project team
- Leverage the Georgia Tech approach to innovation
- Learn new concepts and capabilities at an individual level
- Achieve results through applied innovation project work

Brian Jennings
Associate Dean
MBA Programs and Executive Education
Scheller College of Business
Innovation Management Consortium Program

Leveraging the innovation ecosystem of Technology Square, this Georgia Tech Scheller College certificate program will help innovation leaders apply the latest thinking for continually creating new business models, improving customer experience, leveraging value propositions, opening new markets, and launching new products. Intact teams will work on real-world innovation projects, translating ideas into action and creating business impact.

Consortium and Advisory Members
World Class Thought Leadership

- The setting in our executive development center provides collaborative learning opportunities to facilitate “out of the box” thinking and idea generation.
- Past participants report unprecedented success with team effectiveness and new product development by employing our design process.

Co-Academic Director
Innovation Management Consortium Program

Nishant Dass, PhD
Associate Professor
Scheller College of Business
Innovation Management Consortium Program

PHASE I

- Project sponsorship
- Team selection
- Pre-Program preparation
- Project scoping
- Project selection
- Participant selection
- Pre-work activities
- FourSight Profile Assessment & Team Webinar

5 Days On Campus

Day 1
Day 2
Day 3
Day 4
Day 5

PHASE II

Project Focus: Cohort-based Classroom Learning

PHASE III

PM Focus: In-plant Team Applied Learning

Project Reports & Feedback

- Project presentation
- Project team feedback
- Hand-off / transition
- Ongoing project execution
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<td>Big Picture &amp; Business Model Canvas</td>
<td>Value Proposition &amp; Customers</td>
<td>Key Innovation Activities</td>
<td>Partners &amp; Resources</td>
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<td><strong>WELCOME 8:00am Dean Maryam Alavi and Professor Nishant Dass</strong></td>
<td><strong>SESSION 2A Navigating Digital Innovations</strong></td>
<td><strong>SESSION 3A Design Thinking</strong></td>
<td><strong>SESSION 4A Acquiring Innovation: M&amp;A as Innovation Strategy</strong></td>
<td><strong>SESSION 5A The New Steam: Digitization, Decentralization, and Disruption</strong></td>
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<td><strong>SESSION 1A Leadership in the Smart Machine Age</strong></td>
<td><strong>Dean Maryam Alavi</strong></td>
<td><strong>Wayne Li</strong></td>
<td><strong>Jonathan Clarke</strong></td>
<td><strong>Deven Desai</strong></td>
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<td>Ed Hess 8:30 – 10:15am</td>
<td>8:00-9:45am</td>
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<td><strong>SESSION 1B Leadership in the Smart Machine Age (Cont’d)</strong></td>
<td><strong>SESSION 2B Customer / Stakeholder Analysis</strong></td>
<td><strong>SESSION 3B Business Analytics</strong></td>
<td><strong>SESSION 4B Innovation Execution &amp; Managing Change</strong></td>
<td><strong>SESSION 5B Recent Technology Breakthroughs on GT Campus</strong></td>
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<td><strong>Ed Hess</strong></td>
<td><strong>Tim Halloran</strong></td>
<td><strong>Beverly Wright</strong></td>
<td><strong>David Sluss</strong></td>
<td><strong>Project Teams Applied Work &amp; Discovery Session 6</strong></td>
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<td>10:30 – 12:00pm</td>
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<td>9:45 – 11:45am</td>
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<td><strong>LUNCH AT GT HOTEL 12:00 – 1:00pm</strong></td>
<td><strong>LUNCH AT GT HOTEL 11:45-12:45pm</strong></td>
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<td><strong>Box Lunch 12:00-1:00pm</strong></td>
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<td><strong>SESSION 1C Introducing the Business Model Canvas</strong></td>
<td><strong>SESSION 2C Understanding Psychological Biases</strong></td>
<td><strong>SESSION 3C Managing Innovation Processes</strong></td>
<td><strong>SESSION 4C Persuasive Communications</strong></td>
<td><strong>Project Report Out Presentations</strong></td>
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<td><strong>Nishant Dass</strong></td>
<td><strong>Merrick Furst</strong></td>
<td><strong>Karthik Ramachandran</strong></td>
<td><strong>Joey Asher</strong></td>
<td>1:00 – 3:30pm</td>
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<td>1:00-2:30pm</td>
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<td><strong>Project Report Out: Work &amp; Discovery Session 1 DEFINE THE PROJECT’S VALUE PROPOSITION</strong></td>
<td><strong>Project Teams Applied Work &amp; Discovery Session 2</strong></td>
<td><strong>Project Teams Applied Work &amp; Discovery Session 4 Breakout Rooms</strong></td>
<td><strong>SESSION 4D Persuasive Communications (cont’d) &amp; Video Coaching Sessions (Work Session 5)</strong></td>
<td><strong>IoT Keynote Presentation</strong></td>
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<td><strong>Breakout Rooms</strong></td>
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<td><strong>Joey Asher &amp; coaches</strong></td>
<td>3:30pm Douglas Nielson, US Bank</td>
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<td>2:45 – 3:45pm</td>
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<td>2:00 – 3:00pm</td>
<td>3:15 – 6:30pm (approximately)</td>
<td><strong>Action Plans &amp; Program Conclusion Nishant Dass</strong></td>
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<td><strong>Departure for Leadership Challenge Center 4:00pm</strong></td>
<td><strong>Plenary Connections Nishant Dass</strong></td>
<td><strong>Plenary Connections Nishant Dass</strong></td>
<td><strong>Refreshments &amp; Snacks available</strong></td>
<td><strong>DEPARTURE</strong></td>
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<td><strong>Teambuilding Wkshp 4:15-7:00pm</strong></td>
<td><strong>4:30 – 5:00pm</strong></td>
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<td><strong>Picnic Dinner Available 6:30pm</strong></td>
<td><strong>Dean’s Reception, Rich Reading Rm 5:00 – 6:30pm</strong></td>
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<td>Depart by 7:00pm</td>
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<td><strong>OPEN EVENING</strong></td>
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**Breakfast Available Rich Reading Room 7:00 – 8:00am**

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Before the program week on campus: Teamwork begins!

- Team leaders/sponsors will be asked to submit a plan on a page to the faculty describing their project and desired program outcomes.
- All participants will be given access to a password-protected website with pre-work instructions, and asked to take the FourSight Thinking Profile.
- Approximately two weeks prior to the residential program, teams will hold a virtual learning session for a debrief of their team profile and gain understanding of one another’s innovation strengths.
Following the week on campus: Teamwork continues!

- Teams have four to six weeks following the program to advance their projects back in the workplace.

- A final project report is scheduled via webinar for project teams, sponsors, organizational leaders, and GT faculty.

- Upon successful completion of project reports, a Georgia Tech Certificate of Innovation Management is mailed to each team member.
An Ideal IMCP Project May Be:

- Based on a nascent idea
- Loosely defined
- B2B or B2C
- Requiring an understanding of customer wants and needs
- Leveraging existing technology for new uses
- Looking to achieve a “product-market fit”

An Ideal IMCP Project Team Will Have:

- 3-6 people
- Cross functional perspective
- Blend of technical expertise and customer knowledge
- Inter-company members, or corporate partners (customers/suppliers)
- Potential winners of corporate innovation contests
- Openness to playing in the sandbox and interacting with / learning from others
- Desire to achieve results through applied innovation project work
GT IMCP Anticipated Faculty

Dean Maryam Alavi, Stephen P. Zelnak, Jr. Chair and professor of Information Technology Management, is an expert in IT innovations and strategic applications. She has authored numerous published papers and has served on the editorial boards of several prestigious academic journals. She is a thought leader on technology-mediated learning and an experienced educator who has extensive experience in developing leadership curriculum for business students. Alavi was awarded the distinguished Marvin Bower Faculty Fellowship at Harvard Business School and received the prestigious Association of Information Systems Fellows Award.

Prof. Nishant Dass is a tenured professor of finance at the Scheller College of Business, Georgia Tech. His teaching interests are in corporate finance, international finance, and entrepreneurship. His research interests lie in empirical corporate finance, with a special focus on financial intermediation, corporate governance, innovation, and supply chains. His papers have been presented in various academic conferences. He has published papers in the Review of Financial Studies, Journal of Financial Economics, and Review of Finance. His work has also been cited in The New York Times.

Merrick L. Furst, Ph.D., Distinguished Professor, runs commercialization and new venture creation and directs undergraduate programs and faculty development in the College of Computing at Georgia Tech. He recently founded the anti-botnet startup, Damballa, Inc. Prior to GT he was a professor at UC Berkeley, president of the International Computer Science Institute at Berkeley, and CEO of Essential Surfing Gear, Inc. He also helped establish a new high school in San Francisco.
Edward D. Hess spent more than 30 years in the business world. He began his career at Atlantic Richfield Corporation and was a senior executive at Warburg Paribas Becker, Boettcher & Company, the Robert M. Bass Group and Arthur Andersen. He is the author of ten books, over 60 practitioner articles, and over 60 Darden cases, etc. dealing with growth systems, managing growth and growth strategies. His current research focuses on the Darden Growth/Innovation Model, the challenges of managing private company growth, growth systems and behaviors.

Wayne K. Li is the James L. Oliver Professor, which is a joint position between the Colleges of Design and Engineering. Through classes and the Innovation and Design Collaboration (IDC), he leads joint teaching initiatives and advances interdisciplinary collaboration between mechanical engineering and industrial design. Previously, Li led innovation and market expansion for Pottery Barn seasonal home products, was an influential teacher in Stanford University's design program where he taught visual communication and digital media techniques, led ‘interface development’ in Volkswagen of America's Electronics Research Laboratory, and developed corporate brand and vehicle differentiation strategies at Ford Motor Company.

Karthik Ramachandran is an Associate Professor of Operations Management at Scheller College of Business. He obtained his Ph.D. in Operations Management and M.S. in Operations Research from the University of Texas at Austin. He was also a Research Associate at the University of California, San Diego. His areas of interest and research include New Product Development, Operations Strategy, and Behavioral Operations. His research has appeared in journals such as Management Science, Manufacturing & Service Operations Management, Production & Operations Management, and IIE Transactions.
Katie Huie is the Innovation Solutions Manager for Elavon, Inc. Her focus centers on collaboration with strategic partners to deliver new product innovation and drive growth across Elavon’s product portfolio. As part of this role, Katie leads ideation efforts and cross-functional collaboration. She is also focused on Elavon’s Go-to-Market efforts. At Elavon, Katie serves as an innovative change agent. These efforts contribute to business growth and incent cultural change. Katie is experienced in all areas of the client lifecycle. She has deep knowledge of business development, strategic partnerships, sales, and marketing.

Jonathan Clarke is the Associate Dean for Undergraduate Programs and an Associate Professor of Finance in the Scheller College of Business. He received his PhD from the Katz Graduate School of Business at the University of Pittsburgh. Dr. Clarke is an award winning teacher. He was voted the 2009 MBA Core Professor of the Year, was a 2009 Hesburgh Award teaching fellow, and received the 2010 James F. Frazier, Jr. Award for Teaching Excellence. His paper titled "Long-Run Performance And Insider Trading In Completed And Canceled Seasoned Equity Offerings" won the 2001 William F. Sharpe award for best published paper in the Journal of Financial and Quantitative Analysis.

David M. Sluss is an Associate Professor of Organizational Behavior at the Scheller College of Business. He has published research in the Academy of Management Journal, Academy of Management Review, Journal of Applied Psychology. He is currently serving as an Associate Editor at Organizational Psychology Review as well as serving on the editorial boards for Academy of Management Journal. He currently is active educating executives and high potential managers on topics such as leadership and change management. He takes a diagnostic, analytical and behavioral approach to facilitating leadership development.
**Joey Asher** is an Adjunct Lecturer at Scheller College of Business. He has worked as an attorney, a newspaper reporter, and a professional communication skills coach. Joey graduated from Cornell University and Emory University Law School. Joey has written several books on presentation skills and selling such as “15 Minutes Including Q & A: A Plan to Save the World from Lousy Presentations”, “How To Win a Pitch: The Five Fundamentals That Will Distinguish You from the Competition”, “Even a Geek Can Speak: Low-Tech Presentation Skills For High-Tech People”. Joey is currently the president of Speechworks, a public speaking skills training firm based in Atlanta.

**Beverly Wright** leads the Business Analytics Center at Scheller College of Business. In her consultative roles for both nonprofits and for profit businesses, she solved critical issues through the use of modeling and advanced analytics. Beverly earned a PhD in Marketing (emphasis on Research), a Master of Science degree in Analytical Methods, and a Bachelor of Business Administration degree in Decision Sciences from Georgia State University. She also has received a Professional Research Certification from the Marketing Research Association, and CAP certification from INFORMS.

**Tim Halloran** teaches marketing at the Scheller College of Business. He has built, directed, and consulted with some of the world's largest brands, including Coca-Cola, Home Depot, Kraft Foods, Procter & Gamble, and Delta Air Lines. Tim is the author of the book, *Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers* which won the 2014 International Book Award, 2015 Axiom Silver Book Award, and was named by Forbes as one of 7 Actionable Books for Smart Entrepreneurs. Tim is currently pursuing his Doctorate in Business Administration from the University of Florida.
Deven Desai joined the Scheller faculty in fall of 2014 in the Law and Ethics Program. Prior to joining Scheller, Professor Desai was an associate professor of law at the Thomas Jefferson School of Law. His work has appeared in leading law reviews and journals including the Georgetown Law Journal, Minnesota Law Review, Notre Dame Law Review, Wisconsin Law Review, U.C. Davis Law Review, Florida Law Review, and Brigham Young University Law Review. He is a graduate of the University of California, Berkeley with highest honors and the Yale Law School, where he was co-editor-in-chief of the Yale Journal of Law & the Humanities.

Cynthia Kantor is Chief Marketing Officer for GE’s Power Generation Services (PGS) business. She is responsible for all marketing-related activities, including developing and delivering a global marketing strategy to best position PGS in the marketplace. She serves also as the Operations Leader for GE’s Services Council, which creates and guides core service growth strategies across the General Electric Company. She holds a Bachelor of Science degree in mechanical engineering from the University of Michigan.

Douglas Nielson is Senior Vice President, Innovation at U.S. Bank. Doug leads the Research & Development team which focuses on identifying and exploring new concepts, technologies and business models to generate new revenue streams and enable business line growth across the bank. Prior to U.S. Bank, Doug held a variety of global product strategy, development and management roles for American Express in the U.S. and Europe. During his tenure at Amex, Doug was responsible for launching numerous innovative payment solutions.
How To Enroll Your Team For October 9-13…

1. **Contact:**
   Linda Read
   Director of Business Development
   +1-404-385-0553 or
   linda.read@scheller.gatech.edu

2. Select your cross-functional project team

3. Register individuals or submit team registration form to secure place / request payment invoice. Program is priced at $4950 per seat. Contact Linda Read to register.

4. Make plans to bring your best ideas to the development program in Atlanta