



**BEST
INNOVATOR**
Club

ANNUAL MEETING FOCUSING ON
CREATIVITY AND CUSTOMER INSIGHTS

MONTALDO CASTLE, TURIN, ITALY

SEPTEMBER 22th – 23rd, 2011

AGENDA

AGENDA – DAY I TOPIC: CREATIVITY

Opening

9:00-9:10 a.m.

Introduction to Best Innovator Club

Overview of participants, speakers and agenda of the Best Innovator Club 2011 meeting.

Kai Engel, A.T. Kearney, head of Innovation & R&D Management Practice

Thought Leadership

9:10-10:40 a.m.

Scouting, creativity and problem definition

A.T. Kearney will provide an introduction to the topic of Creativity and Innovation and use a recent case study on Scouting to illustrate how different ways of defining a problem can foster creativity in the search for innovative solutions.

Joshua Hubbert, A.T. Kearney

Creativity at frog

frog is one of the world's preeminent design and innovation firms, helping companies as diverse as Apple, Disney, Vodafone and Victoria's Secret to create and market products, services, and experiences. Creative Director Thomas Sutton will present frog's multidisciplinary process and discuss how frog fosters and integrates creativity into its work.

Thomas Sutton, frog, Creative Director

10:40-11:00 a.m.

Morning coffee break – best practice exchange among participants

Innovation in Practice

11:00-12:00 p.m.

Best Innovator case study on creativity and innovation

Presentation from one of the Best Innovator participants on their company's experiences fostering creativity in the innovation process.

12:00-1:00 p.m.

Lunch

Innovation in Practice

1:00-1:45 p.m.

Creativity and Design Thinking

Design Thinking transfers the human-centric, creative and iterative approach of designers to broader innovation and business challenges. Ulrich Weinberg from the HPI School of Design Thinking in Potsdam, Germany will present this approach as well as case studies from his students' work with leading European companies. The HPI School of Design Thinking in Potsdam is modeled on the Design School at Stanford University and is the first such school in Europe.

Prof. Ulrich Weinberg, Director of the School of Design Thinking

Interactive Exercise

1:45-3:45 p.m.

Creative Exercise

Participants will break out into smaller groups to practice applying Design Thinking to achieve more creative, human-centric solutions to selected innovation challenges.

All

3:45-4:30 p.m.

Coffee break, transit to Fiat Research Center

Innovation in Action

Visit to Fiat Research Center

4:30-6:30 p.m.

Centro Ricerche Fiat is the Fiat Group's major source of expertise in innovation, research and development. Key areas of focus include environmentally-friendly mobility, telematics, new material technologies, optics and energy. Gianni Morra, a long-time Best Innovator Club member and executive at CRF, will give us a tour of the Center.

All

Evening Program

Dinner at Dolce Stil Novo Restaurant

7:00 p.m.

We will dine at Dolce Stil Novo restaurant inside the Venaria Palace, enjoying a breathtaking view of the royal gardens. Culture meets cuisine in the grand tradition of the banquets of the Savoy Court.

All

AGENDA – DAY 2 TOPIC: CUSTOMER INSIGHTS

Thought Leadership

Predictive Innovation

8:30-10:00 a.m.

A.T. Kearney will describe a unique approach to “predict innovation success” based on deep, quantitative understanding of customer needs. This approach will be illustrated with case studies from our client work.

Eugene Roytburg, A.T. Kearney

Cutting-edge market research techniques

With new product failure rates at around 80%, the market research industry must take its fair share of blame for the poor return on investment from innovation activities. Chris Holland is the Global Innovation Director of TNS, the world's large customer market research firm. He will share how TNS has changed its approach to market research to help companies discover unmet customer needs and improve new product success rates.

Chris Holland, Global Innovation Director, TNS

Innovation in Practice

Best Innovator case study: Generating customer insights at Pirelli

10:00-10:40 a.m.

Marco Spinetto will describe customer insight generation and product innovation at Pirelli, the leading premium tire manufacturer globally and exclusive tire supplier for the Formula 1.

Marco Spinetto, Strategic Innovation Manager, Pirelli

10:40-11:00 a.m.

Morning coffee break – best practice exchange among participants

11:00-12:00 p.m.

Identifying customers' hidden needs

Many organizations fall into an "incremental innovation trap" because they only use traditional market research methods. Alternative methods – including ethnographic market research and repertory grid interviews – can provide far greater insights and lead to breakthrough products. Keith Goffin will explain how to apply these methods to identify customers' hidden needs and present a number of case studies where real innovations resulted.

*Keith Goffin, Professor of Innovation and New Product Development,
Cranfield School of Management*

12:00-1:00 p.m.

Lunch

Interactive Exercise

1:00-2:30 p.m.

Ethnographic market research

Participants will break out into smaller groups to analyze actual market research video footage by coding the data into categories that highlight customer needs, emotions and issues. Based on this coding scheme, the groups will then create ideas for new products, services and business models.

All

2:30-2:50 p.m.

Afternoon coffee break – best practice exchange among participants

Closing

2:50-3:30 p.m.

Discussion and conclusion

Discussion of the key take-aways from the two days, remaining challenges and next steps.

3:30 p.m. close

Montaldo Castle, an Italian architecture jewel, sits on the peak of a hill only few kilometers from Turin with a breathtaking view of the Alps and a private garden. Constructed in 1100 A.D., it was first an aristocratic manor house and then a monastery. Most recently, the castle has been converted into the Soul Farm Hotel, Congress Center and Spa. 39 deluxe rooms and suites, two gourmet restaurants and indoor pool & spa facilities represent a perfect blend of antiquity and modernity.

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