

Innovation

Mastering the New Rules of Business

Presented by Palladium Group Asia-Pacific Fellow: Professor Venkat Ramaswamy

Professor Venkat Ramaswamy is a global innovation thought leader who coined the term "co-creation".



He is the acclaimed co-author of "The Future of Competition" with C.K. Prahalad and "The Power of Co-Creation" with Francis Gouillart. His ground breaking research as Hallman Fellow at the Ross School of Business, University of Michigan, is based on cutting edge work with leading innovative organisations such as Nike, Apple, Lego, Toyota, GlaxoSmithKline, GE Healthcare, Cisco, Infosys, Le Poste.



Join the growing numbers of companies who are winning under the new rules of business by becoming co-creative enterprises. Hear perspectives on how innovation can be embedded in your organisation to create new value propositions, transform customer experiences, build new business models and realise profitable and sustainable growth.

Register today for this unique opportunity to hear one of the world's top innovation thinkers and authority speak for the first time in Australia at a public forum!

Date: 8.00 am - 4.30 pm, Tuesday, 17th May, 2011

Location: Hotel Intercontinental Sydney, 117 Macquarie Street, Sydney, NSW, Australia

Register today at: www.thepalladiumgroup.com/events

Early Bird offer closes on Friday, 15th April, 2011



Palladium's research reveals that 80% of organisations worldwide have identified innovation as part of their strategy, yet fewer than a quarter of them have achieved their innovation objectives. How can we improve the odds?

Innovation is frequently only at the front end – a product or services enhancement, developed internally and staged for the customer. But customers are no longer passive and value is defined by experience which they play a part in, not by product or services.

The Palladium Strategy Execution Forum 2011

extends the discussion from strategy execution excellence to perspectives on how innovation can be embedded in the organisation to create new value propositions, transform customer experiences, build new business models and realise profitable and sustainable growth.

In today's markets, customers are becoming more informed and empowered, and are challenging the value and delivery method of products and services offered to them.

Our guest speaker, acclaimed innovation thought leader and author Professor Venkat Ramaswamy, will discuss how growing numbers of companies are winning under the new rules of business by becoming co-creative enterprises.

Based on ground-breaking research and extensive work with leading innovative organisations such as Nike, Apple, Lego, GlaxoSmithKline, GE Healthcare, Toyota, Cisco, Infosys, and La Poste France, Professor Ramaswamy demonstrates how innovators thrive by creating engagement platforms for their stakeholders and reshape internal management processes to fully harness the power of co-creation.

Co-creation involves

redefining the way organisations harness stakeholders such as customers, employees, suppliers and partners, by engaging them through enriched experiences in the process of value creation.

The results are improved new breakthrough strategies and business models; new and compelling products and services; transformed management processes; lower risks and costs; increased market share; and increased customer loyalty and returns.

Comparatively, conventional quality re-engineering and lean thinking methodologies provide necessary incremental improvements for any organisation. However, in today's highly networked and technology supported business environment where customers become empowered, sustainable growth and productivity improvements are achieved through a shift to co-creative organisational mind set and practice.

About Palladium Group

Founded by leading management thinkers Dr Robert S. Kaplan and Dr David Norton, the Palladium Group is the global leader in helping clients address their most challenging and pressing Strategy Execution issues. Palladium provides an integrated set of services designed to deliver tangible results and leave lasting capabilities. With

offices throughout North America, Europe, the Middle East, and Asia-Pacific and a successful track record of over 700 clients, we are dedicated to understanding and addressing the strategic issues unique to the Asia-Pacific region. Our work with the region's most influential organisations means we're uniquely positioned to guide you in each of our six focus areas:

- Strategy Design
- Strategy Management
- Innovation
- Leadership for Execution
- Operational Performance
- Risk and Governance

To find out more about the Palladium Group, visit: www.thepalladiumgroup.com

Who should attend?

Palladium events attract the largest, most prestigious gatherings of executives committed to executing strategy and staying competitive by embracing a culture of innovative management techniques. This is a not-to-be-missed experience for Directors of Innovation, Strategy, Marketing and Sales, Customer Service, Business Development, Human Resources, General Managers, CEO's, COO's, Board members from large to mid size organisations in the private, public or government sectors.



Professor Venkat Ramaswamy

Is a Hallmann Fellow of Electronic Business, Professor of Marketing at Ross Business School, University of Michigan and a Palladium Asia-Pacific Fellow. Acclaimed co-author of **The Future of Competition** and **The Power of Co-Creation**, his ground breaking work with leading innovative organisations such as Nike, Apple, Lego, GlaxoSmithKline, GE Healthcare is highly regarded globally.



Matthew Tice, Managing Director, Palladium Asia Pacific

A founding Partner of Palladium Asia Pacific, bringing extensive global consulting experience to the practice, Matthew is a leading advisor to CEOs across Asia Pacific, focusing on strategy, performance management, leadership, innovation and risk and governance.



Bruce Jeffreys, Founder and Director, GoGet Car Share

Co-founder and Director of Australia's first and now largest professional car sharing service GoGet. Arguably the most innovative car sharing business model to date, GoGet is nowadays even partnering with local governments in support of sustainable transport options programs.



Melissa Gassman, Digital Strategy and Community Manager, Kimberly Clark Australia

With over 15 years experience marketing some for the world's most loved brands in major blue chip FMCG organisations, Melissa is now a member of the global social media council at Kimberly Clark where she has driven innovation through co-creation leading to the development of various high impact customer engagement platforms.



EVENT AGENDA

8.00–8.30 Registration and Continental Breakfast

8.30–9.00 **Welcome and Introduction**
Matthew Tice, Managing Director, Palladium Group
Asia-Pacific

9.00–9.45 **Harnessing the Power of Co-Creation to Boost Growth, Productivity and Profits**
Professor Venkat Ramaswamy
In today's networked world, companies no longer have the luxury of planning, designing, and delivering in controlled environments where they unilaterally come up with the products and services and stage the customer experience. The emerging paradigm of strategy and innovation is one where customers actively participate in shaping their experiences. As a result, value is no longer solely created by the firm, but optimally co-created with the customer. This session will explore the new rules of business at play and how experience co-creation is rapidly redefining value creation.

9.45–9.55 **Questions and Answers**

9.55–10.45 **Build with Co-creation: How to Get Started?**
Professor Venkat Ramaswamy
How does an organisation get started in implementing co-creation? With thousands of interactions across customers, employees, suppliers and other stakeholders, how do you identify who should interact differently with whom? In this session, Professor Ramaswamy will examine the concepts behind co-creation and translate the concepts into implementation, focusing on possible challenges and relevant tools to overcome them.

10.45–11.00 **Break: Morning Tea**

11.00–11.30 **Innovation Case Study: GoGet a Unique Business Model and Customer Experience**
Bruce Jeffreys, Founder and Director, GoGet Car Share
Founded 5 years ago, GoGet, Australia's first and largest professional car sharing services, has developed a range of innovative business and IT systems that enable a unique user experience. Bruce will share his entrepreneurial experience and how GoGet is evolving into a co-creative enterprise.

11.30–12.45 **Co-Creation in Practice**
Professor Venkat Ramaswamy
Matthew Tice, Managing Director, Palladium Group
Asia-Pacific
Prof. Ramaswamy will kick off this practical hands-on session with a case based presentation where he will take a closer look at the application of co-creation in a hands-on example. Participants will have the opportunity to apply co-creation concepts to a familiar example to understand the key principles at work.

12.45–1.30 **Lunch**

Attendees will be asked to help co-create the afternoon Q&A panel session by submitting questions and suggested topics during the lunch break.

1.30–2.00 **Innovation Case Study: Sharing the Collective Wisdom of Australian Mums**
Melissa Gassman, Digital Strategy and Community Manager, Kimberly Clark Australia
Melissa, a member of the global social media council at Kimberly Clark will share her insights on innovation through co-creation by highlighting the story of Kleenex Mums, a platform for engagement of mothers in the Australian community. Melissa will discuss how Kimberly Clark embarked on this process, how the platform is helping the company engage more closely with target customers and build on the brands in the Kleenex family. She will also give an overview of how she made the case and engaged management in this new way of thinking and how she built support over several years to design and launch Kleenex Mums.

2.00–2.45 **Business Model Innovation: Shaping your competitive future**
Matthew Tice, Managing Director, Palladium Group
Asia-Pacific
Is my business model still relevant? This is the question on the minds of executives around the world as business models rise and fall with increasing rapidity. Building on the ideas presented by Professor Ramaswamy, this session will look at a framework for evaluating your business model and identifying opportunities to reshape the business model to protect your business from being rendered irrelevant by insurgent competitors.

2.45–3.00 **Break: Afternoon Tea**

3.00–4.00 **Getting Started: Embedding Innovation as a Continuous Process**
Professor Venkat Ramaswamy
Co-Creation offers solutions to both the analytical "what" and the process-oriented "how" of strategy, providing a foundation from which to successfully co-create strategy. Questions remain - where in the organisation do we look for embedding co-creation, how we engage the stakeholders, what tools should we use, how, where to best to lead and manage co-creation? All relevant questions, Professor Ramaswamy will discuss in the context of several real world class case examples.

4.00–4.20 **Question and Answer Panel**
Professor Venkat Ramaswamy
Matthew Tice, Managing Director, Palladium Group
Asia-Pacific

4.20–4.30 **Summary and Close**
Matthew Tice, Managing Director, Palladium Group
Asia Pacific



Register today for this unique opportunity to hear one of the world's top management thought leaders!

TUESDAY, 17TH MAY, 2011 | SYDNEY, AUSTRALIA

DATE: Tuesday, 17th May, 2011
TIME: 8.00 am – 4.30 pm
LOCATION: Hotel Intercontinental, Sydney.
 117 Macquarie Street, Sydney
PHONE: + 61 2 9253 9000



DELEGATE FEES *Please indicate your registration selection:*

- EARLY BIRD** Before April 15th, 2011 **\$899** (inc GST)
- FULL FEE** After April 15th, 2011 **\$999** (inc GST)
- GROUP FEE** 4 Delegates **\$3,196** (inc GST)

TWO EASY WAYS TO REGISTER

For event, or registration information and assistance, please contact Silvia Azar at The Palladium Group, on T +61 2 8259 1012 or email APACevents@thepalladiumgroup.com

REGISTER ON-LINE:

Easy on-line registration. Visit www.thepalladiumgroup.com/events, click on Palladium Strategy Execution Forum 2011 Sydney with Professor Venkat Ramaswamy and register on-line.

REGISTER NOW VIA FAX:

Simply fill out all the details below and fax to Silvia Azar +61 2 8259 1003. For assistance, please call Silvia Azar at The Palladium Group, on T + 61 2 8259 1012 or email APACevents@thepalladiumgroup.com

DELEGATE INFORMATION *Please fill in and fax to +61 2 8259 1003:*

Mr Ms Ms _____

First Name _____ Last Name _____

Title (eg, Prof, Dr, etc) _____

Organisation _____

Address _____

City _____ State _____ Postcode _____

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Early Bird Full Fee Group Fee _____

For Groups _____

Attendee 1 _____

Attendee 2 _____

Attendee 3 _____

Attendee 4 _____

PAYMENT *There are two ways to pay:*

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CORPORATE TABLES AND SPONSORSHIP:

For Corporate Tables rates or Sponsorship opportunities, please contact Silvia Azar at The Palladium Group, on T + 61 2 8259 1012 or email APACevents@thepalladiumgroup.com

CONDITIONS:

Seats are confirmed only when payment is received. To be eligible for the Early Bird rate both registration and payment must be processed prior to 15 April, 2011. After this date registrations will be processed at the applicable regular rate. All Bank administration/provision charges will be borne by payer.

CANCELLATIONS:

Delegate substitutions may be made at any time. No refunds or cancellations are made after purchase.

FURTHER INFORMATION:

For more information about this event, please contact Silvia Azar on +61 2 8259 1012 or email APACevents@thepalladiumgroup.com

Agenda subject to change. Registrations close 13 May, 2011. As places are limited, reservations will be taken on a first come first serve basis.