

# 2003/2004 Leadership Series<sup>®</sup>



Larry Keeley March 25, 2004 • 8:30 - 11:30 a.m.

## Secrets of Breakthrough Innovation



Larry Keeley is obsessed with “cross-fertilizing the design of products, services, and brands” as a strategy for creating breakthrough innovations so powerful that they reshape entire industries. Most organizational strategies, in Keeley’s view, are unforgivably dull and uninspiring. His lively approach to changing all this has been lauded in *Harvard Business Review* and scores of other forums. Leaders everywhere realize that their organizations need to be more innovative. Keeley will describe how to diagnose the “innovation landscape” in your industry, find your organization’s best way to prosper, and use the tools at your disposal to build a vast and loyal customer base.

### SPEAKER BACKGROUND

- President of Doblin Group whose Fortune 100 clients include Aetna, McDonald’s, Motorola, and Hallmark
- Senior Fellow with Ernst & Young’s Center for Business Innovation
- Keeley lectures at executive education programs at Kellogg Graduate School of Management, and in the University of Chicago MBA program.

### LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

#### STRATEGIC ORIENTATION

- Creativity and Innovation Management: Come up with a lot of new and unique ideas. Seen as original and value adding. Make connections easily among previously unrelated notions. Understand the marketplace for innovation. Project how potential ideas may play out in the marketplace. Has a sense about managing the creative process of others.
- Strategic Agility: Can articulately paint credible pictures and visions of possibilities and likelihood. Create competitive breakthrough strategies and plans.
- Business Acumen: Can spend less and drive profit. Use “mapping innovation strategies” to find opportunities.

#### PROBLEM SOLVING ORIENTATION

- Decision Quality: Make good decisions based upon mixture of analysis, wisdom, experience, and judgment. Effectively use appropriate decision-making processes for the circumstances.