

EXECUTIVE FORUM
2008/2009 Leadership Series®

Advance Intelligence Today

Leadership Tools for Tomorrow



George Day began as a market development engineer with a major plastics maker and has been deeply involved in management of new products since. His current areas of research are marketing, organic growth strategies, strategic planning, organizational change, and competitive strategies in global markets. He is Professor of Marketing at the Wharton School and Co-Director, Mack Center for Technological Innovation.

Utilize Day's innovation framework to:

- Identify innovation networks
- Create a process for innovation
- Utilize deliberate mistakes for organic growth

George Day

February 17, 2009 | 8:30a.m.–11:30a.m.

Full-Spectrum Innovation: Driving Organic Growth

Growth—solid organic growth—depends on innovation. Yet the kind of innovation that drives sustainable growth is much broader than the disruptive “eureka” moments of technology legends.

Profitable innovation is a dynamic process of continually creating new business models, improving customer experience, and opening new markets — as well as launching new products.

Wharton professor George Day will help you capitalize on the sweet spot between emerging trends, organizational capabilities, and unmet market needs. You'll use an “Innovation Toolkit” to design a flexible innovation process that lets your organization quickly adapt to, and profit from, changes in customers, competitors, or markets. And you'll take this flexible Toolkit with you so you can use it with your team to fire up your innovation processes and improve your organization's “innovation DNA.”

Program Location

Donald R. Seawell Grand Ballroom
at The Denver Center for the Performing Arts
14th & Arapahoe, Denver, CO 80204



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