

Tuesday, June 4

8:15 a.m.–9:15 a.m.

Session Title: Driving Growth through Innovation

Presenter:

Robert Tucker, Bestselling Author & Business Consultant

Session description:

When was the last time you focused on improving your ability to conceive and introduce new product, service, process, or strategy ideas? Are you using yesterday's methods to manage today's complex marketplace challenges? This dynamic, example-rich presentation will illustrate the findings Tucker chronicled in his book "Driving Growth through Innovation." Through examining 23 "innovation vanguard" companies, you will learn novel methods to foster innovation and turn it into a reliable source of growth, profits, and competitive advantage.

In this session, you will gain the secrets of...

- Creating a company-wide system to ensure that good ideas do not get lost — or show up in competitors' hands.
- Use innovation as a self-sustaining source of growth.
- Unconventional approaches for embedding innovation into company culture.
- Becoming motivated to take action in your firm.