

# THE INNOVATIVE CIO PROGRAM

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Theme		Strategy	Innovation	Design Thinking	Leadership	Culture
6:00 – 6:45 am		Morning Exercise	Morning Exercise	Morning Exercise	Morning Exercise	Morning Exercise
7:00 – 8:00 am		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
8:00 – 9:20 am		Organizing for Product Marketing Fit	Scaling Up Excellence I	8-11am Design Thinking Workshop		The Challenge of Change
9:20 – 9:40 am		Break + Group Photo	Break+ Group Photo		Break	Break
9:40 – 11:00 am		Organizing for Continuous Innovation	Scaling Up Excellence I			Leading Cultural Change
11:00 – 11:20 am		Break	Break	11:00 – 11:30 am Break	Break	11:20 – 11:30 am Break
11:20 am – 12:40 pm		Strategy is Destiny: Tool I: Dynamic Forces Driving Firm Evolution	Crafting the Consumer's Path to Purchase (and Beyond): Insights from Neuroscience I	11:30am – 12:50 pm AAA Value Chain	The Power of Story I	11:30 – 12:00 pm Program Wrap-Up
12:40 – 2:00 pm		Lunch	Lunch	12:50 – 1:50 pm Lunch		Lunch
2:00 – 3:20 pm		Strategy is Destiny: Tool II: An Evolutionary Framework of the Strategy – making the Process	Crafting the Consumer's Path to Purchase (and Beyond): Insights from Neuroscience II	1:50 – 3:10 pm Understand Customers for Value Creation	The Power of Story II	Check-out from Schwab Residential Center by 3pm
3:20 – 3:40 pm		Individual Study Time	Motivating Others	3:30 – 4:15pm Top VC Speaker	Individual Study Time	
3:40 – 5:00 pm				4:30 – 7:30pm VC Company Showcase:		
5:00 – 6:00 pm				Top Tech Trends		
6:00 – 8:00 pm	6:00 pm Opening Reception 6:30 pm Dinner 7:30 pm Study Groups	6:00 pm Alumni Reception	6:00 pm Reception	(Reception and Dinner starting at 6pm)	6:00 pm pm Closing Reception	
7:00 – 8:00 pm		6:30 pm Alumni Dinner	6:30 pm Dinner with Ph.D Students		7:00 pm Closing Dinner + Certificate Ceremony	
8:00 – 9:30 pm		7:30pm Study Groups	7:30pm Study Groups		7:30pm Study Groups	