CUSTOMER FOCUSED INNOVATION





	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
8:00 – 9:20 am		Leading Innovation: Logic and Principles	The Challenge of Change	Harnessing Stories for Innovation and Growth I	Design of the Human Brain	Overcoming Resistance to New Ideas
		Bob Sutton	Charles O'Reilly	Jennifer Aaker	Baba Shiv	Jeffery Pfeffer
9:20 – 9:40 am		Break	Break	Break	Break	Break
9:40 – 11:00 am		Killing Ideas	The Ambidextrous Organization	Harnessing Stories for Innovation and Growth II	Design of the Human Brain II	Power, Influence, and Conflict
		Huggy Rao	Charles O'Reilly	Jennifer Aaker	BabaShiv	Jeffery Pfeffer
11:00 – 11:20 am		Break	Break	Break	Break	Break
11:20 am – 12:40 pm	Check in available at Schwab Residential Center after 12:00 pm	Logic of Design Thinking	Scaling Up	Scaling Up	Bringing Design Thinking Home	Making Yourself and Other People Squirm
	,	d.school Team	Bob Sutton& Huggy Rao	Bob Sutton& Huggy Rao	Claudia Kotchka	Huggy Rao & Bob Sutton
12:40 – 2:00 pm		Boxed Lunch ?	Lunch & Group Photo	Lunch	Lunch	Boxed Lunch
2:00 – 3:20 pm	2:00-5:30 Program Overview Innovation Exercise and Debrief	Observe and Immerse to Gain Empathy	2:00-5:45 pm Define & Ideate	1:45-6:15pm Prototype and Solicit Feedback	1:45-6:45pm Demonstrations and Debriefs	Check out of Schwab Center by 2:00pm
3:20 – 3:40 pm						
3:40 – 4:00 pm		d.school Team	d.school Team	d.school Team	d.school Team	
4:00 – 6:30 pm					7:00pm Reception 7:30 Closing Dinner	
6:30 – 8:00 pm	6:00 pm Reception 6:30 pm Dinner	6:30 pm Reception 7:00 pm Dinner	6:00 pm Reception 6:30 pm Dinner	6:30 pm Reception 7:00 pm Dinner	Program Remarks and Certificate Presentation	