

Innovation Day 2021



October 15, 2021



Dr. Rhonda Farrell

Innovator. Entrepreneur. Visionary

I am a “positive disruptor” taking cues on innovation from my journey to date within cyber, change management, L&D, and technology ecosystems, initiatives, and organizations.

I am degreed and / or certified in Change Management, Cybersecurity, and Quality / Excellence, all heavily governance, innovation, risk, and strategy oriented.

The gifts that I bring to organizations, non-profits, community groups, leaders, and teams is the ability to “see beyond” current constraints and stated outcomes, borrowing from parallel ecosystems to drive transformational value realization by harnessing innovation as a strategic enabler across the enterprise.



Dr. Rhonda Farrell | Chair ASQ Innovation TC
2021 roller@memberleader.asq.org

ASQ Innovation TC



Mr. Anthony Mills

Innovator. Thought Leader. Entrepreneur

Anthony Mills is the Executive Director of Global Innovation Institute and is a globally sought-after thought leader on emerging markets, future shaping, proactive growth strategies, corporate innovation, open innovation, workplace experience, the future of work, entrepreneurship, product design, and design thinking. His work has had a deeply profound and lasting impact on organizations all over the world. He has helped these organizations to become the sorts of engaging, human workplaces that can't help but unleash breakthrough innovation.



Mr. Anthony Mills | Executive Director GINI
anthony.mills@gini.org

Global Innovation Institute



Ms. Catherine Gao

Regional Student Representative

She is a senior in the A. James Clark School of Engineering at University of Maryland, College Park majoring in electrical engineering. I currently serve as the IEEE Region 2 Student Representative as well as the Chair of the University of Maryland, College Park IEEE student branch.

After graduation, she will be joining NVIDIA full-time as a Patent Engineer. I plan to pursue patent law and attend law school in the near future.

Ms. Catherin Gao | IEEE R2 Student

<https://www.linkedin.com/in/catherinexiaogao/>

IEEE Region 2 UMD College Park Student Branch



Ms. Archi Marrapu

Innovate. Inspire. Advocate

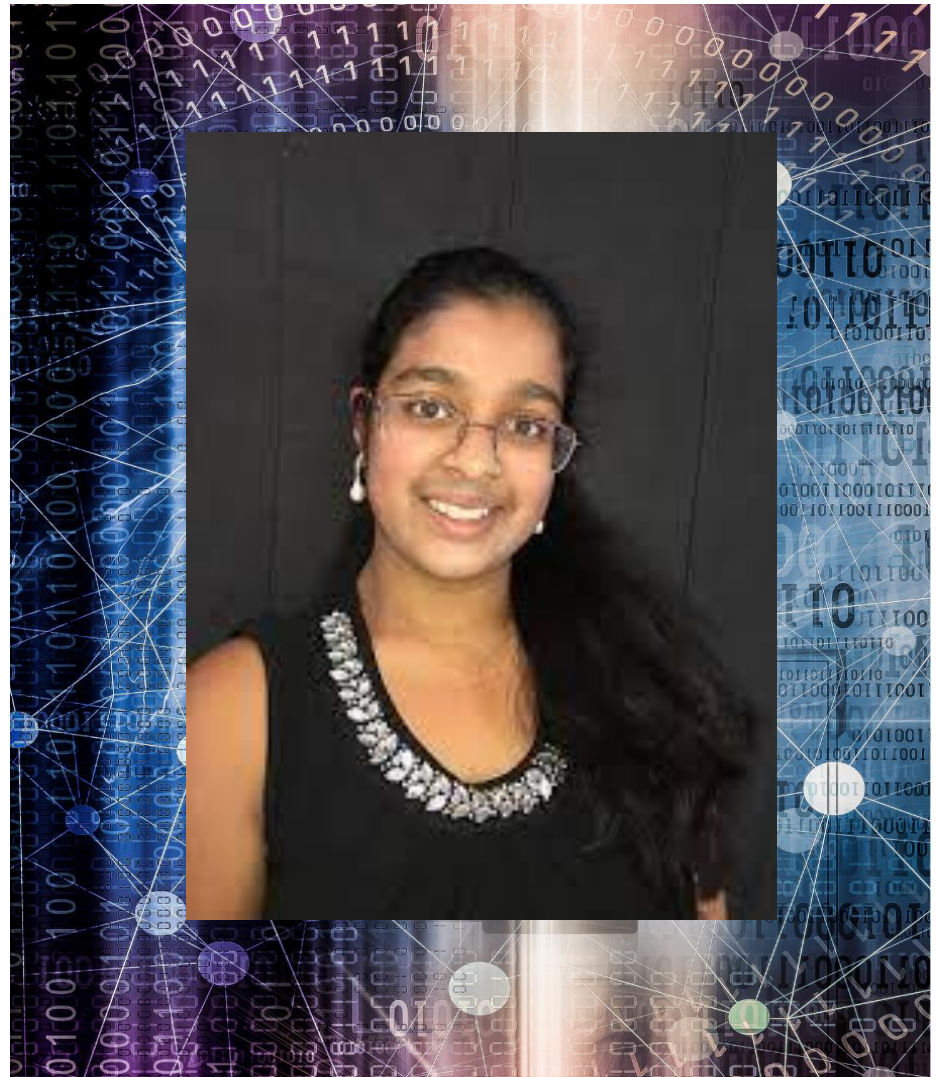
This year we recognize Ms. Archi Marrapu as our **2021 Innovation Day Ambassador**. We selected her for her tireless dedication to STEM innovation, both in the design, development, and prototyping of new technologies, as well as for her tireless leadership in the area of STEM advocacy

STEMIFYGIRLS is a 501(C)(3) nonprofit organization founded by Archi Marrapu. We aim to close the gender gap in STEM fields by empowering young girls into STEM. We use many innovative methods to promote and inculcate the interest of young girls towards STEM, by providing resources and learning environment that is interactive and hands on



Archi Marrapu | FounderSTEMifyGirls
[Archi Marrapu](#)

STEMifyGirls



Theme: Intersectional Global Value

Innovation is at the forefront of leader's minds around the globe.. The following constructs help us to better understand the main drivers enabling us to innovate faster and further.

- The **Global Innovation Index** (GII) takes the pulse of the most recent global innovation trends. It ranks the innovation ecosystem performance of economies around the globe each year while highlighting innovation strengths and weaknesses and particular gaps in innovation metrics.
- The **Sustainable Development Goals** (SDGs) are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". Innovation plays a significant role in each of them.
- **ISO Innovation Management Standards** on innovation management will allow organizations to share their best practices in innovation management. This will facilitate collaboration and also develop the capability to innovate and to bring innovations successfully to market.

Day in The Life of An Innovator

C-Suite

- Innovation Officer
- Digital Transformation Officer
- Innovation Strategist
- Venture Focused

Consulting

- Change Agent
- Innovation Consultant
- Business Development
- Innovation Catalyst
- Experience Lead

SME

- Business Model Designer
- Innovation Analyst
- Artificial Intelligence
- Product Design
- Customer Experience
- Tech Lab

KEYNOTE SPEAKERS

Dr. Teresa Jurgens-Kowal

Innovation Magic: Creativity in a Hybrid World

Creativity is the work of a lone genius. Creative answers appear like a flash of lightning. Creative work is reserved for artists. **WRONG!** All quality management professionals need creativity for innovation, troubleshooting, and supporting customers. Creative problem-solving relies on experimentation, learning, and process methods. Individuals and organizations can nurture creative work in traditional shared office spaces and in hybrid models with dispersed teams.

Teresa is an author, speaker, and trainer. Teresa founded Global NP Solutions in 2009 to help individuals and organizations learn, adopt, transform, and sustain innovation.

Founder Global NP Solutions



Dr. Bettina von Stamm

Innovation's new normal?

Our understanding of innovation has grown exponentially over the past decades - as has the scope of what we understand innovation to be. Using her Innovation Framework, which is centered on the areas where innovative companies do something different from their less innovative counterparts, Bettina will share insights from her 30-year journey into understanding and enabling innovation, and how leading practice in innovation management has changed over time. Will there be a new normal, post COVID?

Bettina von Stamm has been a visionary thinker and doer in the field of innovation for well over 25 years. Whether running leadership seminars and workshops or speaking at conferences, whether coaching, mentoring or teaching MBAs and executives, Bettina brings her contagious positive energy to bear to inspire, and open minds.

Visionary Author & Leader



Mr. Hari Abburi

Innovation's Agility Factor

As the new world value chain makes the old-world value chain redundant, what are the new dimensions of innovation? In a world where agility will be the key differentiating factor to be at the speed of the customer, what are companies doing to drive agility in innovation? This talk will focus on key aspects of innovation and how agility as a principle reshapes our approach to innovation across industry sectors.

Hari Abburi is the Global Director For Caltech Executive Education and Managing Partner for The Preparation Company. He helps CEOs and Management teams change faster than the industry curve. His work focuses on agility for strategy, leadership and organization. Hari defines agility as being At The Speed Of The Customer.

Global Director, Managing Partner



TOPIC SPEAKERS

Dr. Mark Sniukas

The Art of Opportunity - How to design
new growth businesses from within

Creating new growth businesses is the holy grail of corporate innovation. According to a recent McKinsey survey, it's a top priority for companies around the globe. But, executives don't think their organization has the skills to make it happen. **Dr. Marc Sniukas** is a professor of management & innovation at the Luxembourg School of Business.. A passionate executive coach, advisor, speaker, and author, Marc has been working with leaders and executive teams, helping them to deliver new growth, innovation, and transformation since 2002. As the author of several books on strategy, business model innovation, and building new growth businesses, he is a sought after speaker and advisor on the topics of driving growth, transformation, and innovation through new ways of working.

Professor Luxembourg School of Business



Ciara Ungar

Rethinking the Design of Team Development

A core tenet of Design Thinking requires that we embody empathy at the onset of product development to understand the customer needs, values and behavior. When it comes to teams, there is an expectation that is created by leadership that teams are then expected to fall within - goals, modalities of working, how to conduct meetings, etc. - which may not always align with the teams who need to meet those expectations. The workforce landscape is changing and team leaders need to embrace ambiguity and understand the interests, habits and desires of their teams to build team frameworks and processes that work. This presentation will walk through a framework that is derived from design thinking, as well as principles of psychology, to build solutions for team dynamics rooted in human behavior

Ciara Ungar is a New York City-based Author on Leadership, Certified Coach & Consultant, and Speaker. She has also been an Innovation Women Speaker, teacher of Marketing, and Forbes Contributor.

Author, Speaker, Coach & Consultant



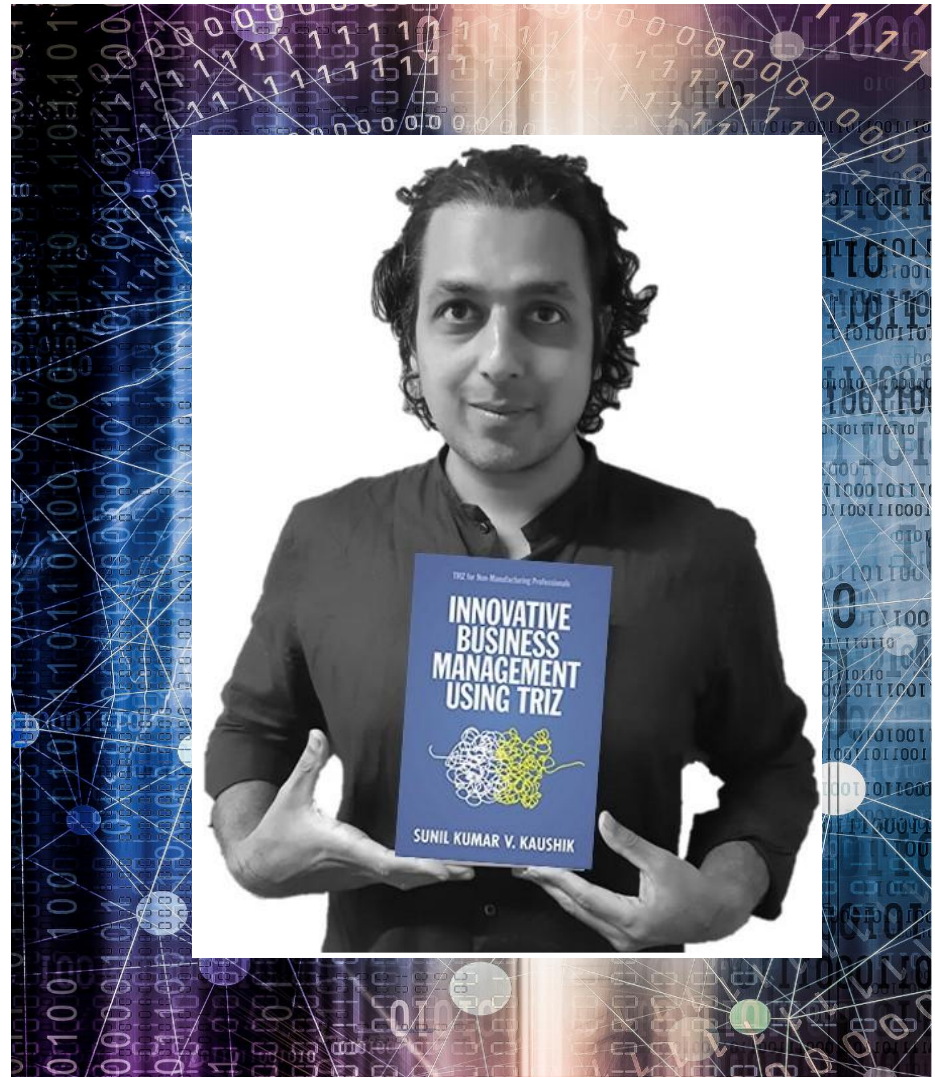
Mr. Sunil Kaushik

Machine Assisted Innovation Framework

Sunil created an AI based innovation assistant that helps him generate hundreds of creative solutions for day-to-day business problems within seconds and how others can leverage it to solve complex problems.

Sunil Kaushik is a TEDx Speaker, Author of Business Innovation & Transformation using TRIZ, Innovator of 'Atheena' a generative AI, speaker at the ASQ World Quality Conference, Guest faculty in some of the Universities in Europe, ASQ's influential Voice of Quality, touring cyclist (travelled from Thailand to Portugal), and aspiring digital nomad obsessed with automating creativity. He has published numerous white papers and articles on TRIZ, innovation and project management with renowned journals, featured multiple times on ASQ TV, Quality Progress, Times of India, News Minute, The Hindu, Indian Express and other media.

TEDx Speaker, Author, Consultant



Dr. Karen Tilstra

STOP THE INNOVATION KILLING. HOW TO
BECOME THE INNOVATION CHAMPION
YOUR ORGANIZATION NEEDS

Karen wants to live in a world that's free, work is fast, & chocolate is devoid of calories. She believes everyone is creative with leadership potential and if we'd all embrace this truth, the world would be a lot happier. Until that happens, she's committed to helping busy helping people develop their inner wellspring of creativity.

Karen is the founder & president of Creativity Effect. Over the past 10 years, she has created innovation labs and developed Design Thinking teams for healthcare systems, government agencies, universities, and Fortune 500 companies.

Founder & President Creativity Effect



Mr. Andy Tilstra

STOP THE INNOVATION KILLING. HOW TO
BECOME THE INNOVATION CHAMPION YOUR
ORGANIZATION NEEDS

Andy Tilstra, co-founder Creativity Effect, a collaborator, innovator, and experience designer.. Andy earned a master's degree in Social Sciences from the University of Chicago graduating. He thesis was *The Power Dynamics of Public Space in Downtown Chicago*.

A certified Design Thinking facilitator, Andy has lead innovation projects in private business, government and universities. Andy has extensive experience in launching and leading Design Thinking in all aspects of healthcare for the AdventHealth Innovation Lab. He is the co-author of the Orchard Model of Innovation and is currently rolling it out for both government and university sectors. Currently Andy co-writing curriculums that apply design thinking and facilitation for Healthcare, government agencies, and private business.

Co-Founder Creativity Effect



PANEL PRESENTATION

Ms. Rebecca Mott

Reimagining the Future of Business:
Harnessing the Speed, Agility, and
Creativity of Infinite Innovation

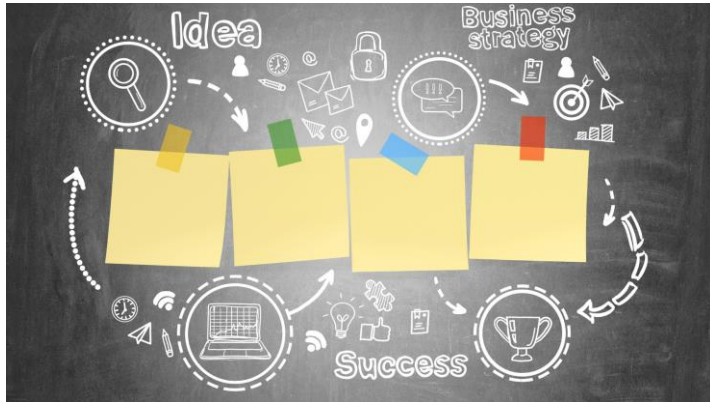
Rebecca Mott is a core leader within the Tennessee Valley Authority in the Technical Training and Innovation areas. She is a champion for continuous improvement (Lean Six Sigma) and innovation with 26 years of utility experience. She enjoys using her analytical skills, business acumen, and strategic thinking to lead teams through change and transition. I live by the mottos "None of us is as smart as all of us together" and "You can always better your best." She is an #InclusiveLeader looking for opportunities to bring people together to solve problems. Rebecca is a Certified Scrum Manager with an Emphasis in Leadership and Team Building. Wherever she finds herself, she looks for opportunities to make the team and its work better by creating, connecting, and collaborating.

Innovator, SCRUM Master, Technical Trainer



A word cloud centered around the word "INNOVATION" in large yellow letters. Other words include "CREATIVITY", "BRAINSTORMING", "IDEAS", "IMAGINATION", "SOLUTION", "GROWTH", "DEVELOPMENT", "TECHNOLOGY", "SKILLS", "CONCEPT", "INSPIRATION", "VALUE", "VISION", "INTELLIGENCE", "PROCESS", "BUSINESS", "RESEARCH", "CREATIVE", and "innovative". The background is dark blue with various colorful office supplies like paper clips, a stapler, and a calculator.

A word cloud of business-related terms including 'ideas', 'strategy', 'growth', 'risk', 'positive', 'customer', 'process', 'learn', 'sign', 'flame', 'creativity', 'brainstorm', 'innovation', 'power', 'careers', 'goal', 'occupational', 'profit', 'words', 'positive', 'risk', 'growth', 'ideas', 'strategy', 'flame', 'creativity', 'brainstorm', 'innovation', 'power', 'careers', 'goal', 'occupational', 'profit', 'words', 'positive', 'risk', 'growth', 'ideas'. A hand holding a pen is pointing at the word cloud. Below the word cloud are three horizontal bars in orange, yellow, and green.



TOPIC SPEAKERS

Ms. Teresa Spangler

Breaking the Paradoxes to Innovate for Good

For more than 30 years, Teresa Spangler has been a driving force behind innovation and growth. Today, she wears multiple hats as a social entrepreneur, innovation expert, growth strategist, author and speaker. She is especially passionate about helping CEOs understand and value the role human capital plays in innovation, and the impact that innovation has on humanity; in our ever increasing artificial/cyber world. Teresa shares her insights on these very topics (and more) as a member of the Forbes Technology Council. She is the mastermind behind the GameDay Decisions Analytics Platform™, an integrated artificial intelligence and machine-learning platform as a service to “Simplify the Art and Science of Decision Making”

Entrepreneur. Innovator. Growth Strategist



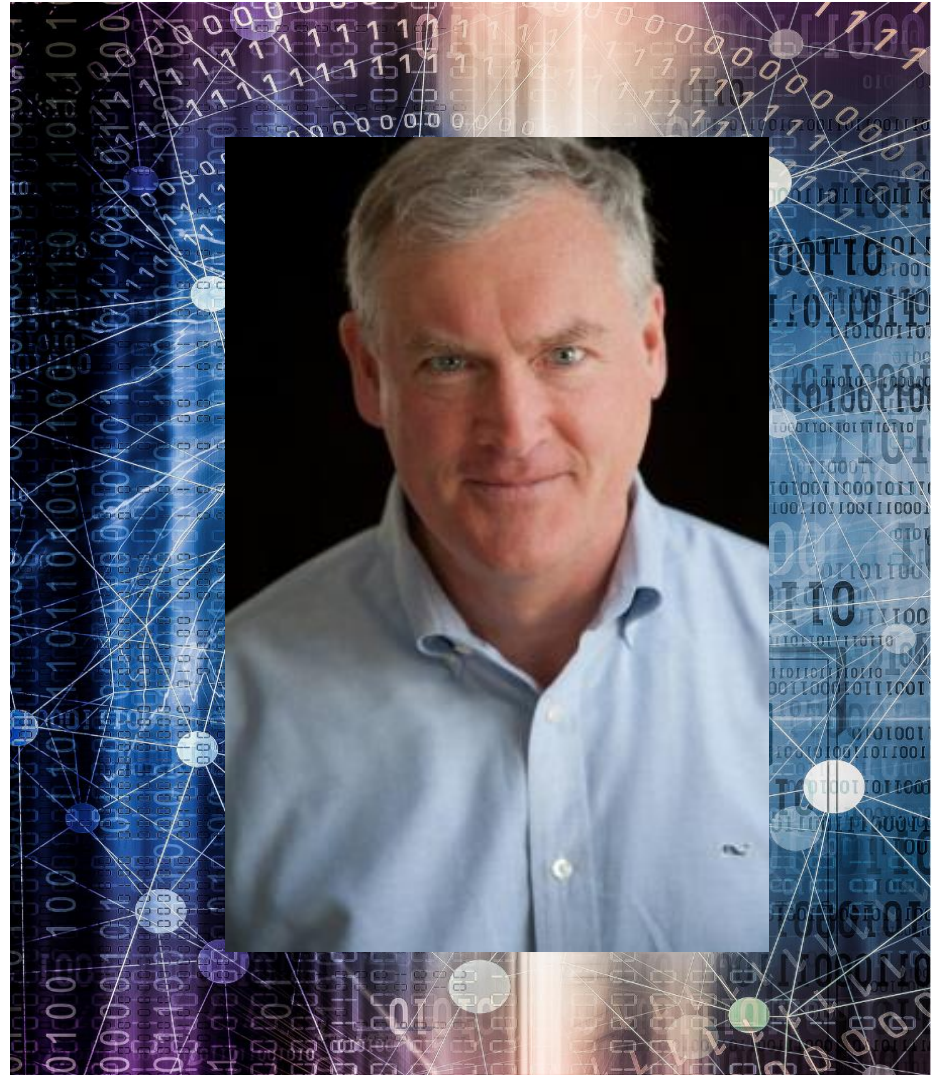
Mr. Bryon Mattimore

Inventing Jobs That Don't Yet Exist... As a Vehicle for Attracting and Retaining Talent

How can today's most innovative organizations compete for – and ultimately succeed – in attracting and retaining the best talent? Beyond having a compelling vision, mission and values that make clear how the organization will “make the world a better place,” the organization must also champion creative contributions from all employees at all levels. This means accepting – and indeed encouraging – diversity at both the individual and team level..

Bryan W. Mattimore is Cofounder and “Chief Idea Guy” of the Growth Engine Company, a twenty-year old innovation and creativity training agency based in Westport. In his marketing consulting career, Bryan has managed over two hundred successful innovation projects, leading to over \$3 billion in new sales for one third of the Fortune 100 companies. Bryan's three best-selling books on ideation and innovation process include Idea Stormers, How to Lead and Inspire Creative Breakthroughs and 21 Days to a Big Idea. A cum laude graduate of Dartmouth with a major in psychology, he is also an innovation and marketing instructor for Caltech.

Chief Idea Guy Growth Engine Company



Ms. Jane Keathley

The Contribution of Networked Structures to an Innovative Culture

Jane Keathley, MS, PMP was a founding member of the ASQ Innovation Technical Committee (TC) and currently serves on the ASQ Board of Directors representing the TC Council. Her career as a quality and innovation professional spans medical device software, clinical research, biopharma manufacturing, and diagnostic microbiology. Ms. Keathley has published and presented across multiple venues, focusing on quality and innovation. She coauthored *Structuring Your Organization for Innovation* and *The Executive Guide to Innovation*. She served as an Examiner for the Baldrige Program for Performance Excellence, and Director, Training Chair, and Examiner for the Virginia SPQA program. Jane holds degrees in Medical Microbiology (MS) and Medical Technology (BS), as well as a Project Management Professional certification.

ASQ Board Member



Ms. Kiran Mann

Innovation Across the Workplace

Every business leader is dealing with one or more of challenges - retention of good employees, customer loyalty, market competitiveness and underlying profits and growth. How do you succeed in the world of accelerated constant change and market threats with workplace innovation? She talks about how to foster a culture of people-centered designs, gain skills and develop a growth mindset that will engage and motivate your people and fire up your organization

Ms. Kiran Mann is the CEO and Founder of M2M Business Solutions, a people-centric business consulting & advisory company with a mandate to help companies grow their business by growing their people.

CEO & Founder M2M Business Solutions



Mr. Peter Merrill

Collaboration for successful Innovation

Peter Merrill is a Keynote Speaker on Innovation and has keynoted at conferences in cities such as Dubai, Mumbai and Shanghai. He began his career in R&D in a major UK corporation and later as Chief Executive of a leading Design Brand in that corporation he led Innovation in one of the most demanding markets.

He is one of North America's foremost authorities on Management Systems which he has implemented in such innovative companies as IBM, A.I.G., and BlackBerry. He was founding chair of the ASQ Innovation Division and currently leads the group developing the Innovation Body of Knowledge. He chairs the ISO/TC279 Technical Committee developing ISO 56001 the requirements standard on Innovation Management.

He is author of the books "Innovation Generation", "Innovation Never Stops", and his most recent book is "ISO 56000, Building Innovation into your QMS." He writes the Innovation Column for Quality Progress.

Principal Quest Management



Ms. Margaret Johnson

Moving on Up| In the Workplace via
Unleashing Creativity and Courageous
Risk taking

Margaret A Johnson, PE, MBA, PCC utilizes her Bachelor of Science in Mechanical Engineering (Michigan State University), MBA (University of Houston - Clear Lake), professional engineering license and ICF (International Coach Federation) corporate coaching credentials to inspire people and organizations to move from S.O.S. (Same Old Stuff) to W.O.W.! (Well On the Way) to where they want to be. Her experience in the energy industry includes - performing engineering analyses, managing technical and non-technical personnel, selling mechanical services and marketing O&M services to energy executives.

Author & Coach



KEYNOTE SPEAKERS

Mr. Braden Kelley

Transforming Operational Excellence into Innovation Excellence

Many of the same principles that help us drive operational excellence can actually help us drive innovation excellence. We'll explore what is required for moving innovation from a project-based effort to a cornerstone of a company's operations. Innovation is no longer a mysterious, black box pursuit, but instead there is a growing roster of proven processes, tools, and methods that we can leverage to create Innovation Excellence.

Braden Kelley is an experienced innovation speaker and Customer Experience and Innovation Solution Director at HCL Technologies. He is the author of *Charting Change* and of *Stoking Your Innovation Bonfire*, the creator of the *Change Planning Toolkit™* and founder of Human-Centered Change and Innovation. Braden has been advising companies on how to increase their revenue and cut their costs since 1996. He writes and speaks frequently on the topics of continuous innovation, digital transformation, and organizational change. Braden earned his MBA from top-rated London Business School.

Director HCL Technologies



Dr. Tammy Madsen

Enabling Innovation and Ecosystem Growth

Strategies and practices for building and growing platform-based ecosystems are becoming increasingly important in shaping and growing industries and markets. Value creation is no longer just about the knowledge your firm holds and the products or services it creates, but is embedded in an ecosystem of firms with complementary capabilities and resources and spanning multiple sectors. It is easy to say “use a platform model” or “grow the ecosystem” but how do you do it? The session will focus on the key strategic choices and governance practices associated with building and sustaining a productive ecosystem.

Tammy L. Madsen (PhD, UCLA) is the W.M. Keck Foundation Chair of Strategic Management and Innovation and a former Associate Dean of the Leavey School of Business, Santa Clara University. She teaches and consults in the areas of strategy, innovation, and business transformation. Her work has received various awards from the Strategic Management Division, Academy of Management (AOM), including the Glueck Best Paper Award.

Foundation Chair Strategic Mgmt & Innovation



Mr. Michael Graber

Purposeful Transformation: A Call-to-Action for Businesses

Given so many factors—the pandemic, impact investing, social and environmental equity and justice, consumers buying according to their values, people leaving the workforce in droves, a crisis in truth and meaning, the need for radical and total inclusion—the business world needs a reset. Therefore, we call on all businesses and large non-profits to make an epic pivot, a purposeful transformation—and revise how they create value in the world

Michael Graber is the founder and managing partner of the Southern Growth Studio, an innovation, insights + strategy boutique in Memphis. Michael is a co-founder of the Memphis Innovation Bootcamp. Michael has years of experience working in the trenches advising more than 150 top companies and non-profits, including Cardinal Health, Arrow, Bayer Consumer Care, Fruit of the Loom, FedEx, ServiceMaster, Mars PetCare, Jack Nicklaus, Hunter Fan, Rheem, and others. He has written more than 400 articles for INC., Innovation Excellence, The Daily Memphian, and has published two books.

Founder, Managing Partner Southern Growth Studio



MEET THE AUTHORS

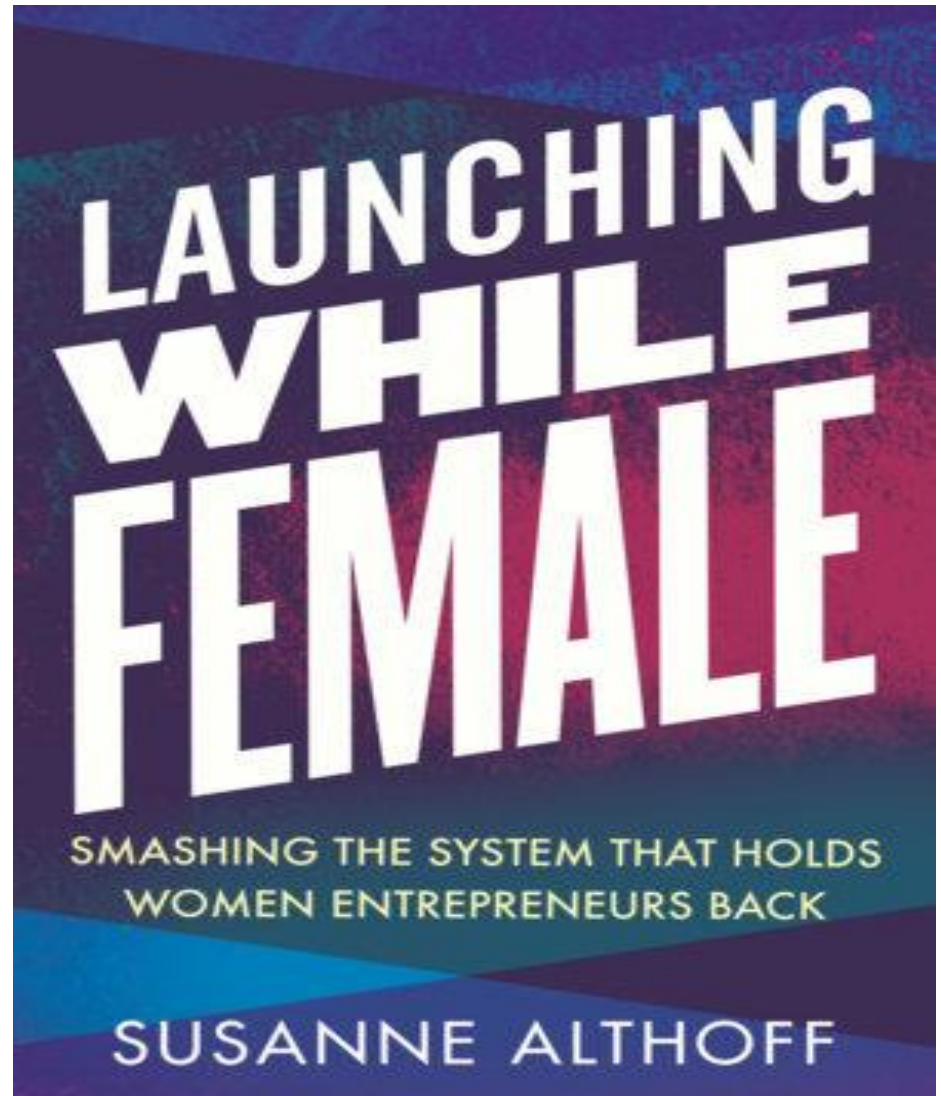
Ms. Susanne Althoff

Launching While Female

Women and nonbinary entrepreneurs – especially those of color – often face a range of obstacles, from insufficient funding to a shortage of mentors and role models, from a lack of confidence to bias and discrimination. Addressing these obstacles would unlock innovation for all of us. Here's what we can do.

Susanne Althoff is the author of **LAUNCHING WHILE FEMALE: Smashing the System That Holds Women Entrepreneurs Back**. Based on more than 100 interviews with women and nonbinary entrepreneurs across the United States, the book exposes entrepreneurship's gender gap and proposes ways to make the entrepreneurial space more inclusive and equitable and better promote innovation. Susanne is also an associate professor at Emerson College in Boston, where she teaches publishing management and innovation and serves as an adviser to student startups. Before she became a professor, she had a two-decade career as a magazine editor; her last post was editor of The Boston Globe Magazine.

Author & Professor



Mr. Michael Graber

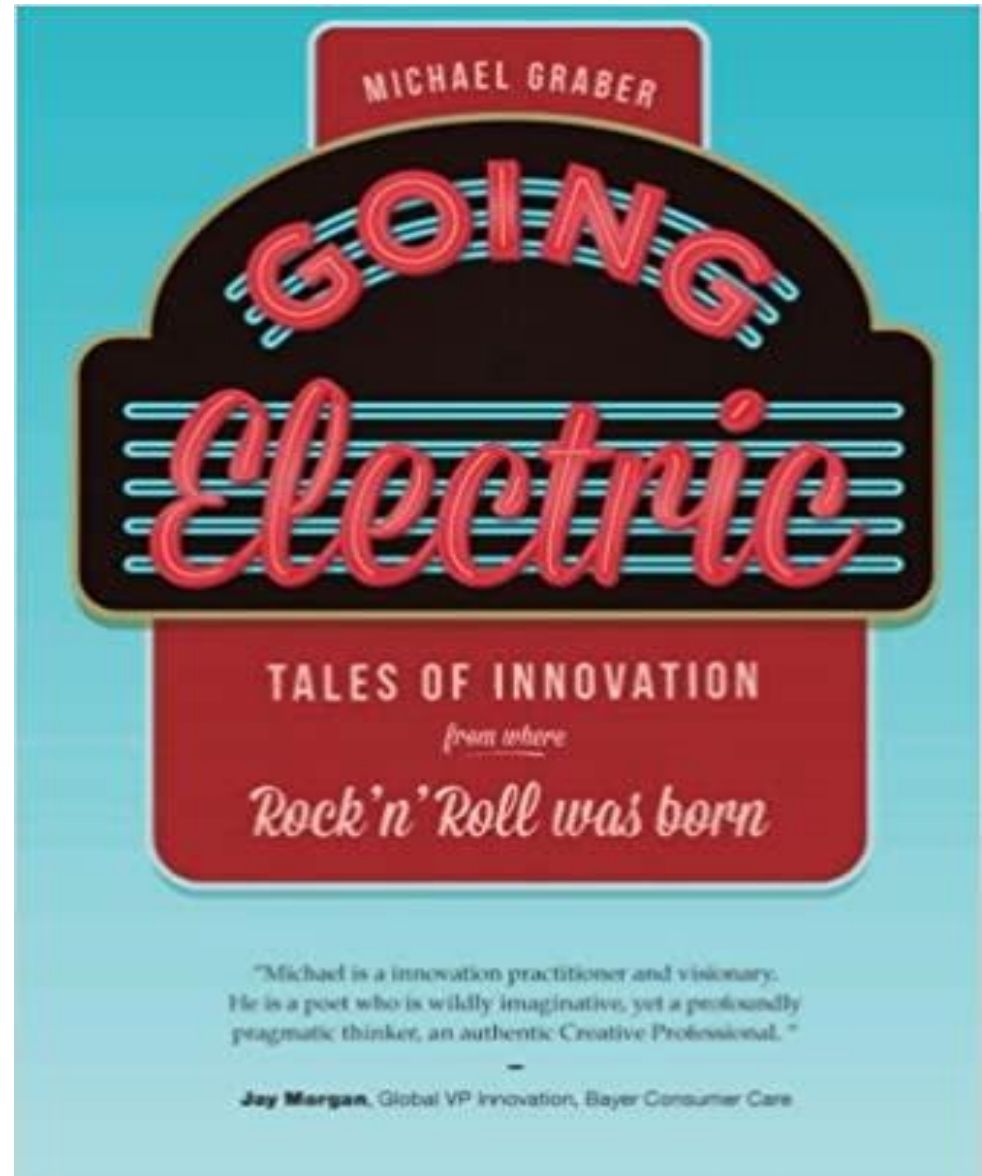
Going Electric

Going Electric collects tales from the trenches of innovation. The book offers tips on how to foster a culture that produces meaningful innovation, how to handle people and pitfalls along the path, and how to reframe your mindset to generate real, lasting value for people, businesses, non-profits, and social movements. Going Electric presents the best of Michael's columns from GE Ideas Lab, Innovation Excellence, Upstart Business Journal, and the Memphis Daily News. Think of the collection as field notes from working with more than 100 top corporations and non-profits, hailing from the epicenter that birthed Rock'n'Roll.

Michael Graber is the founder and managing partner of the Southern Growth Studio, an innovation, insights + strategy boutique in Memphis. Michael is a co-founder of the Memphis Innovation Bootcamp.

He is known for giving enlightening talks on how to apply human-centered innovation to organizations to grow new value. He has spoken as a key note presenter at many conferences, and led workshops.

Founder & Managing Partner



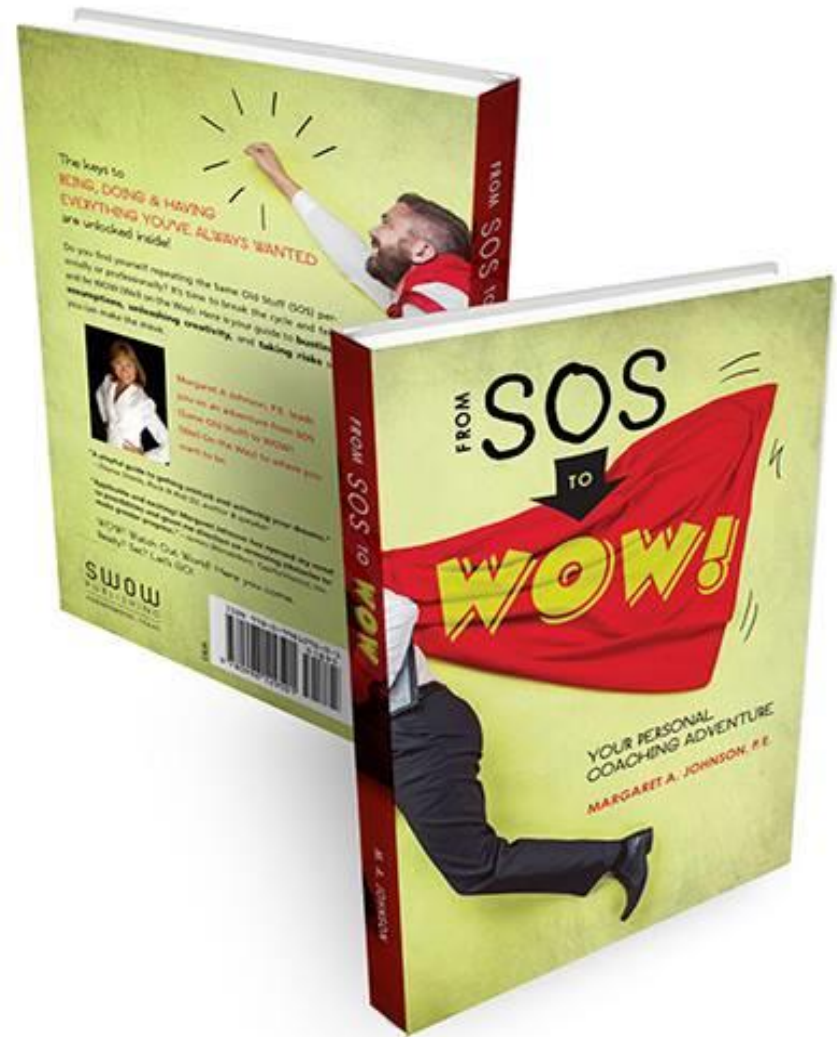
Ms. Margaret Johnson

From SOS to WOW!

Do you find yourself repeating the Same Old Stuff (SOS) personally or professionally? It's time to break the cycle and feel and be WOW (Well on the Way). Here is your guide to busting assumptions, unleashing creativity, and taking risks, so you can make the move. Margaret A Johnson, P.E. leads you on an adventure from "From SOS to WOW! Your Personal Coaching Adventure" to where you want to be. WOW! Watch Out World! Here you come. Ready? Set? Let's GO

Margaret A Johnson, PE, MBA, PCC utilizes her Bachelor of Science in Mechanical Engineering (Michigan State University), MBA (University of Houston - Clear Lake), professional engineering license and ICF (International Coach Federation) corporate coaching credentials to inspire people and organizations to move from S.O.S. (Same Old Stuff) to W.O.W.! (Well On the Way) to where they want to be. Her experience in the energy industry includes - performing engineering analyses, managing technical and non-technical personnel, selling mechanical services and marketing O&M services to energy executives.

Author & Coach



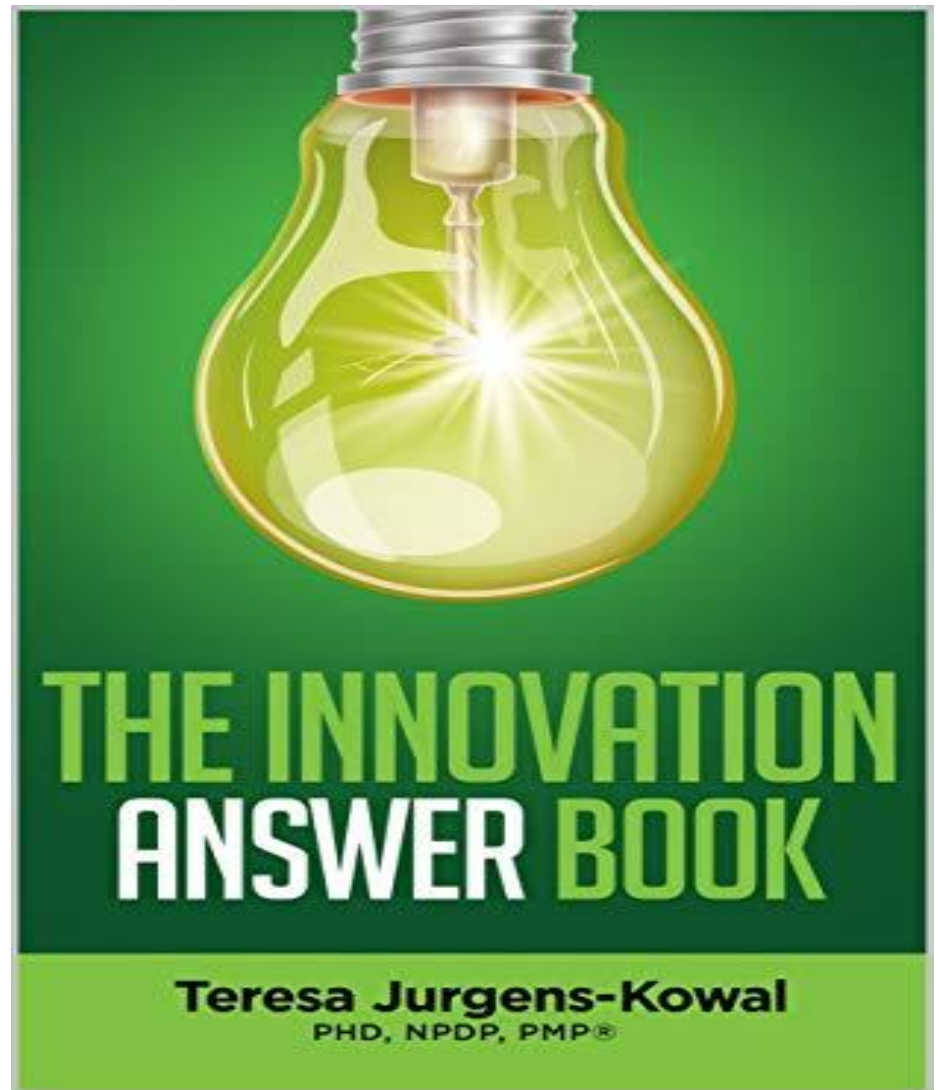
Dr. Teresa Jurgens-Kowal

The Innovation Answer Book

Do you ever feel like innovation and new product development are insurmountable? You don't know where to start or where to make improvements in an existing system. Enter The Innovation ANSWER Book where you readily find resources to all your innovation challenges in a highly accessible question-and-answer format. This book covers all practical aspects of innovation so you can accelerate your product launches now! A detailed table of contents guides you through learning, adopting, transforming, and sustaining innovation in your organization.

Teresa is an author, speaker, and trainer. Teresa founded Global NP Solutions in 2009 to help individuals and organizations learn, adopt, transform, and sustain innovation.

Author, Speaker, Coach & Consultant



Mr. Sunil Kaushik

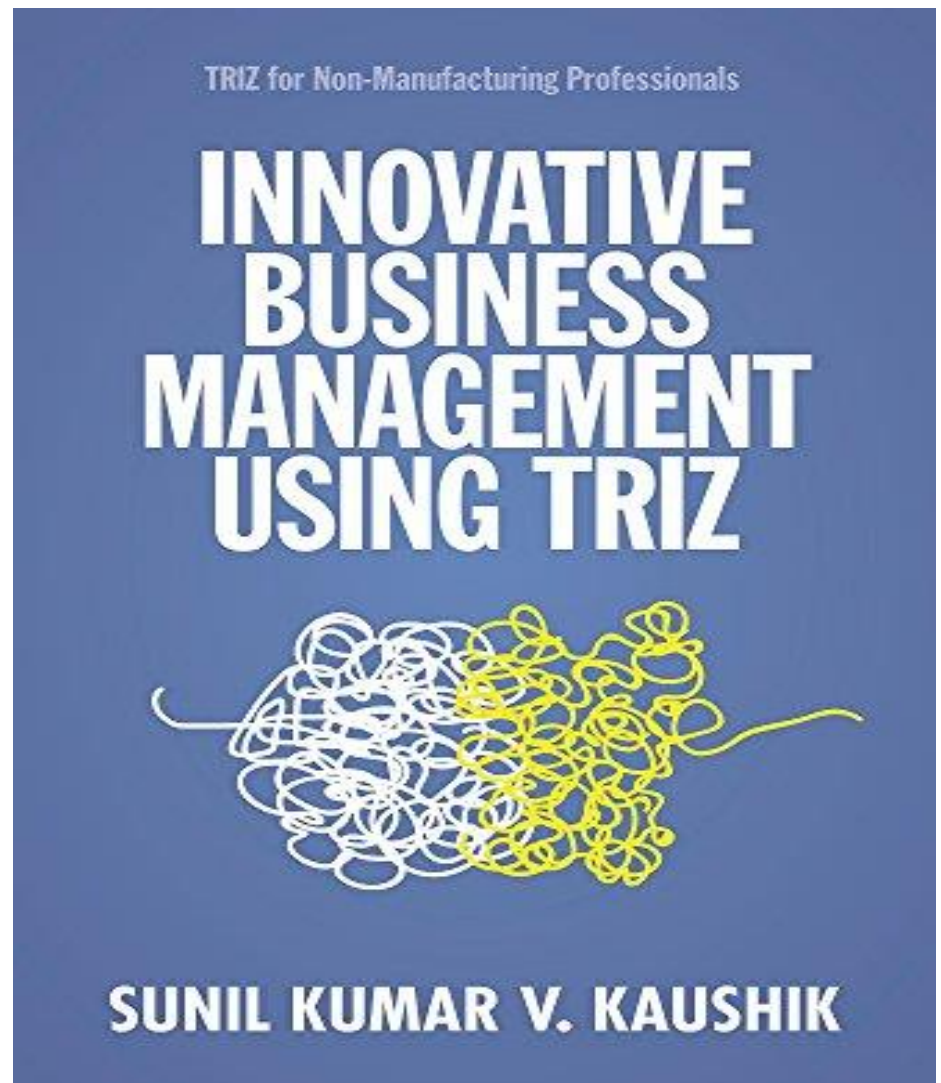
Innovative Business Management Using TRIZ

TRIZ is the Russian acronym for theory of inventive problem solving. The basic assumption behind this theory is “someone somewhere has already solved your problem or a very similar problem, and all we need to do is apply the same principle to the current problem and solve it similarly.” It guides you to think in a specific direction rather than getting lost.

The goal of this book is to use some of the simple TRIZ tools to help readers immediately solve problems, innovate, be creative, think, and discover the joy of experiencing the thinking process in new dimensions that you might not have previously. It is specifically focused on helping non-engineering and management professionals to apply the concepts of TRIZ immediately and reap benefits.

Sunil is a TEDx speaker, Author of "Business Innovation & Transformation using TRIZ", Innovator of 'Atheena' a generative AI, speaker at the ASQ World Quality Conference, Guest faculty in some of the Universities in Europe, ASQ's influential Voice of Quality, obsessed with automating creativity using AI and Digital Transformation.

Speaker, Author, Innovator



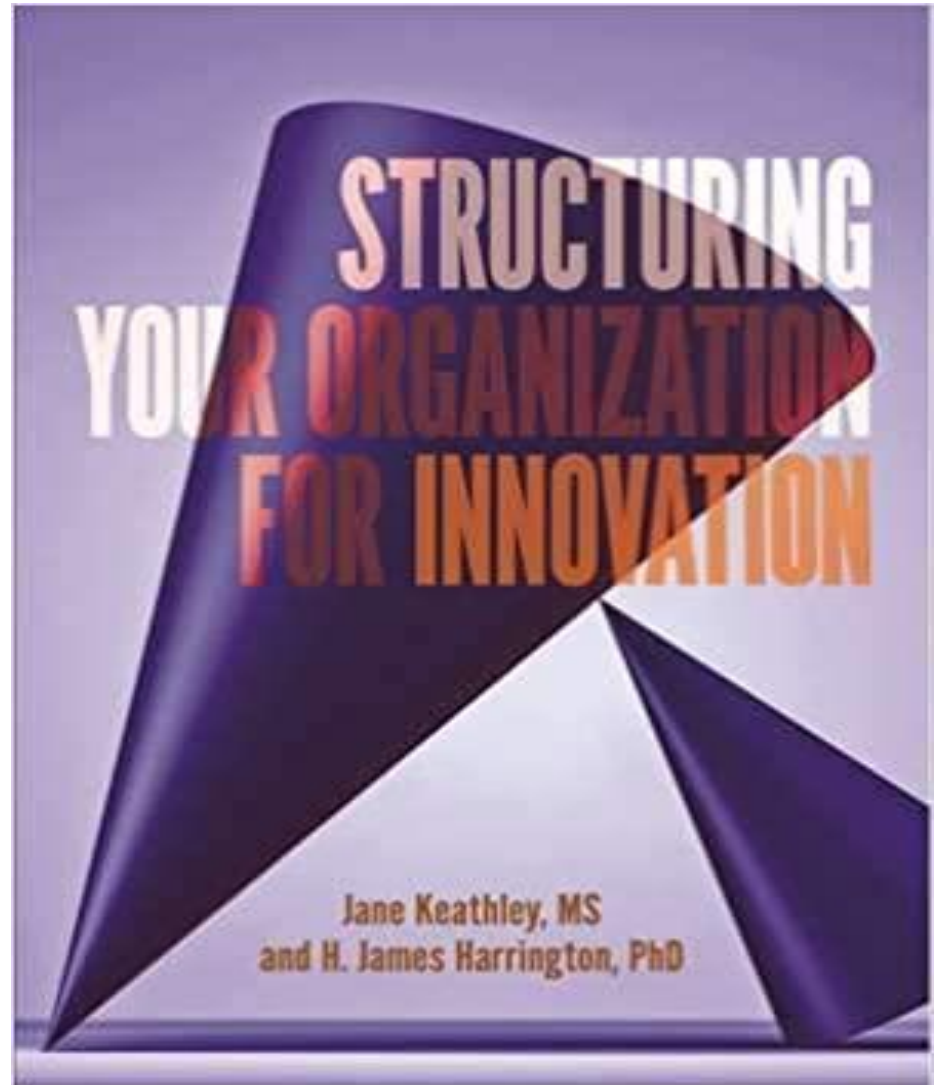
Ms. Jane Keathley

Structuring Your Organization for Innovation

Organizations face many ongoing challenges, which can lead to restructuring—an expensive, disruptive solution that doesn't always offer successful outcomes or better results. As a business leader in a competitive environment, you must find ways to improve your organization's innovative thinking. Breaking down silos and driving innovation can lead to greater agility in discovering new opportunities and developing creative solutions. In this book, you'll learn how to design a structure that will help foster innovation, agility, and performance by focusing on organizational structure through the eyes of your customers. You will explore five core structural areas—management, process, product, sales and marketing, and services—that can be used to advance innovation.

Jane Keathley provides services to regulated organizations in healthcare related industries, including start-up companies, focusing on developing innovative products and services while maintaining effective and compliant operations. She has published and presented widely in quality and other forums.

Executive Leader



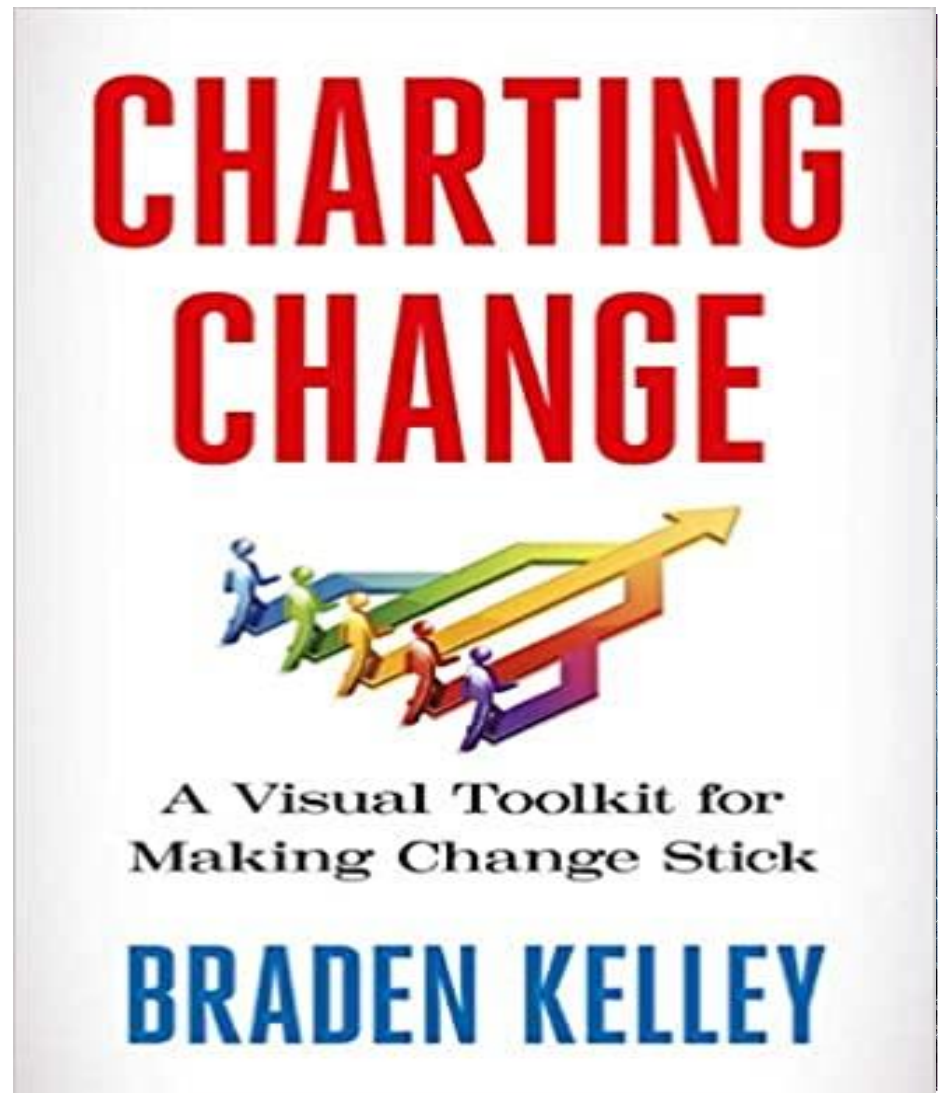
Mr. Braden Kelley

Charting Change

Research shows that up to seventy percent of all change initiatives fail. Let's face it, change is hard, as is getting an organization on board and working through the process. One thing that has been known to be effective is onboarding teams not only to understand this change, but to see the process and the progress of institutional change. *Charting Change* will help teams and companies visualize this complicated process. Kelley has developed the Change Planning Toolkit™ and the Change Planning Canvas™, which enable leadership and project teams to easily discuss the variables that will influence the change effort and organize them in a collaborative and visual way. This book will teach readers how to use this visual toolkit to build a common language and vision for implementing change,

Braden Kelley is an experienced [innovation speaker](#) and Customer Experience and Innovation Solution Director at HCL Technologies. He is the author of [Charting Change](#) and of [Stoking Your Innovation Bonfire](#), the creator of the [Change Planning Toolkit™](#) and founder of Human-Centered Change and Innovation.

Executive Leader



Dr. Tammy Madsen

Co-Innovation Platforms

Strategies and practices for growing ecosystems are increasingly important in shaping industries and markets. Sustaining productive innovation is not just about you. It depends on others as well as your willingness and ability to collaborate effectively. This book is about how to use, as well as develop, a co-innovation platform to accelerate innovation and sustain ecosystem growth. It will show how you, your team, and your organization can create and foster collaborative innovation among a diverse set of organizations that are located outside of your company's hierarchy.

A co-innovation platform provides an environment where firms can combine or recombine ideas to generate novel solutions.

Dr. Tammy Madsen (Phd UCLA) is the M. Keck Professor of Strategic Management and Innovation and a former Associate Dean at the Leavey School of Business, Santa Clara University. She teaches and consults in the areas of strategy, digital transformation, and innovation and is the co-author of Modern Competitive Strategy.

M. Keck Professor of Strategic Management & Innovation



Mr. Bryan Mattimore

Idea Stormers

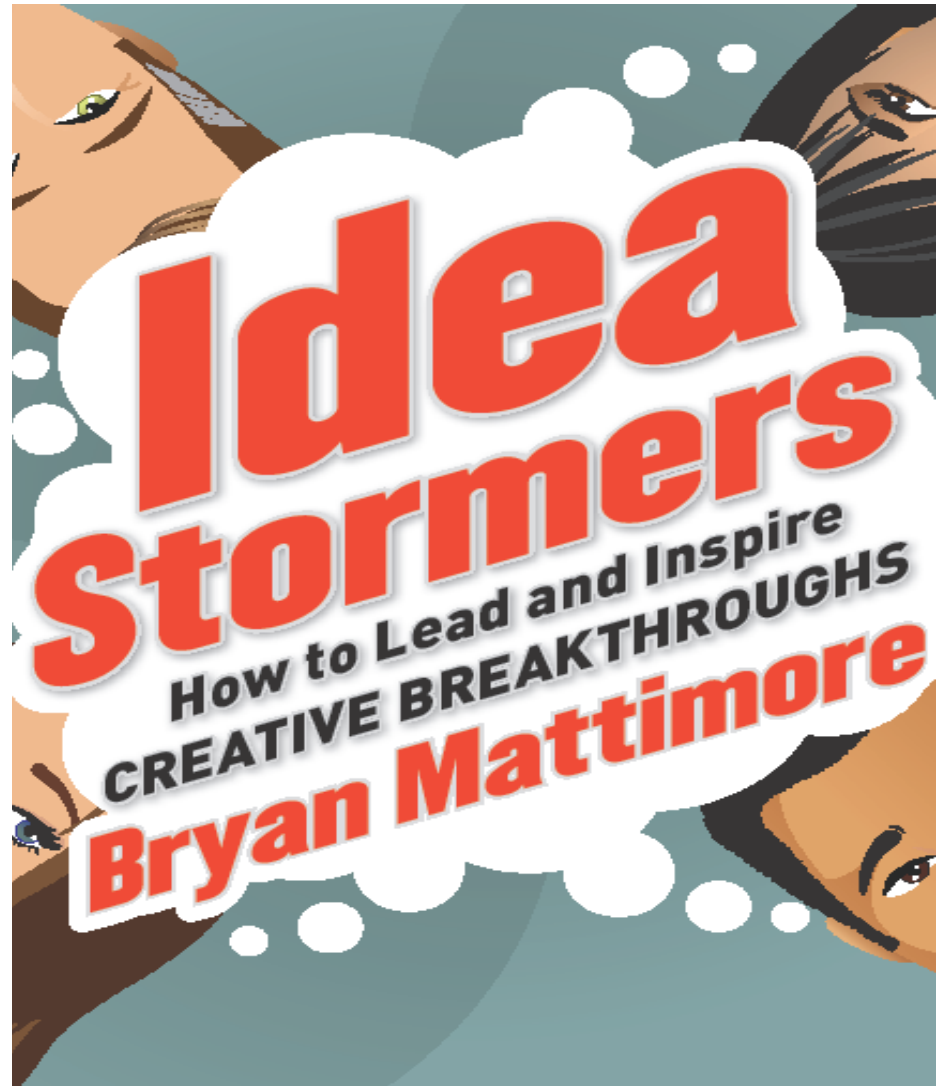
Bryan Mattimore author of the book Idea Stormers, How to Lead and Inspire Creative Breakthroughs (Wiley Jossey-Bass) and his 20-year-old innovation agency Growth Engine's experience leading over 1500 ideations sessions.

Idea Stormers had made important contributions to the field of ideation process by demonstrating how team ideation techniques can be used to generate breakthrough ideas for organizational challenges beyond new products or advertising. These include:

- ✓ vision and mission creation
- ✓ strategic planning and forecasting
- ✓ business model creation
- ✓ technology transfer
- ✓ customer co-creation programs
- ✓ acquisition strategy and integration
- ✓ manufacturing efficiency and cost cutting

Bryan how to select and customize ideation techniques from four different classes of techniques: questioning, metaphorical / principle transfer, visual, and fantasy techniques to solve very different kinds of business challenges.

Chief Idea Guy



Mr. Peter Merrill

ISO 56000 Building An Innovation Management System

Innovation management can provide a competitive edge in the business world, and research shows a major correlation between profitability and innovation. The challenge, however, is how to integrate innovation management with quality management. Enter the ISO 56000 series of standards on innovation management systems (IMS). Specifically, ISO 56002 provides guidance on how to develop a systems approach to managing innovation. In this book, author Peter Merrill shares with readers the thinking behind each of the clauses in the standard. He explains real-life, practical applications of the guidance the standard provides and shows how to integrate an IMS with a quality management system based on ISO 9001 and be prepared for the future.

Peter Merrill has been a quality professional for many years and is an expert on simplifying complex ideas. Currently, he helps companies develop their approach to innovation. He writes extensively on innovation, including the "Innovation Imperative" column for Quality Progress magazine.

Founding Chair, Innovator,
Author, Standards Leader



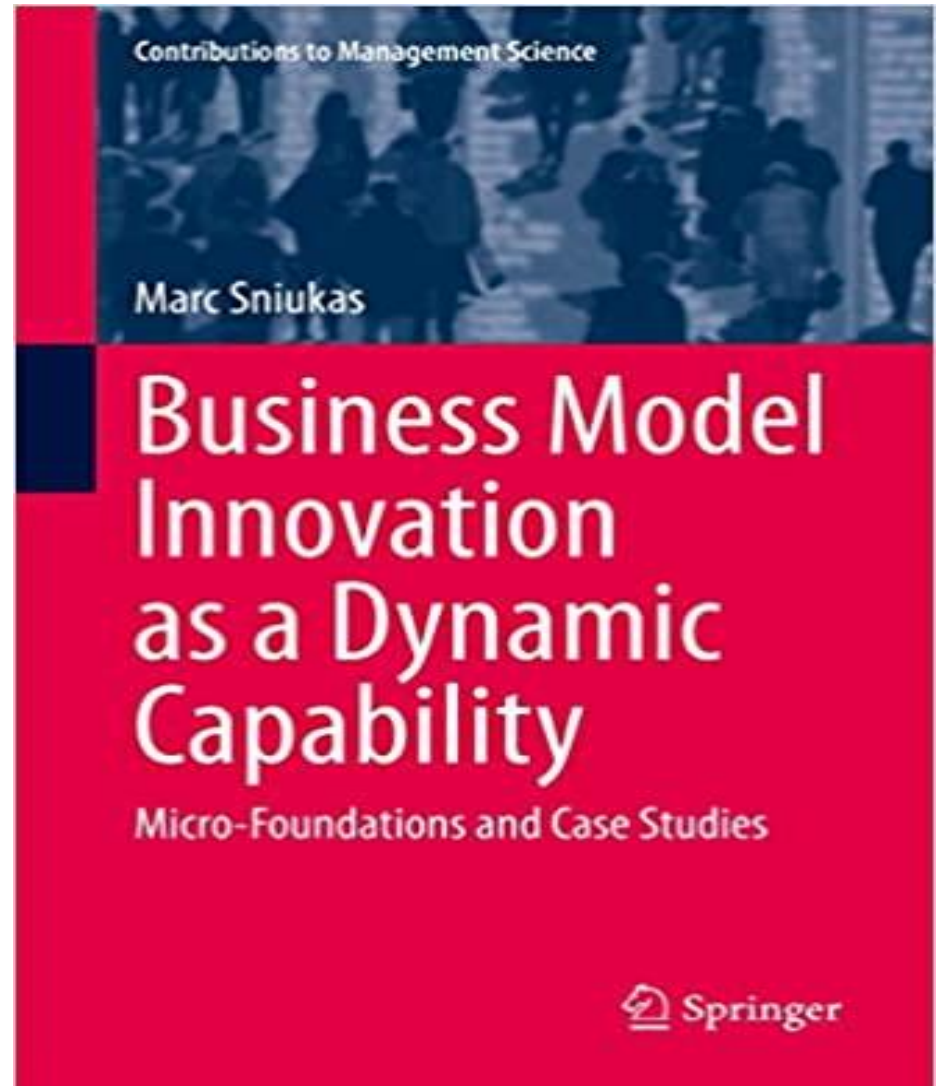
Dr. Marc Sniukas

Business Model Innovation as a Dynamic Capability

This study adopts a dynamic capabilities perspective to explore the activities and processes through which business model innovations arise in established organizations. New and innovative business models are fundamental to the commercialization of the latest technologies, performance, and competitive advantage, as well as value creation for customers, the focal company and its ecosystem. Yet, our current understanding of how established companies design and implement new business models is limited by a lack of empirical research. Based on a review of relevant literature, business model innovation is presented and explored as a dynamic capability.

The book subsequently uses proven methodologies to gather and analyze data from five case studies in the manufacturing, financial services, media, consulting, and healthcare industries. The framework developed here offers a novel understanding of how business model innovations come about in established organizations, a practice it dubs 'crafting business models in statu nascendi'.

Executive Coach, Advisor, Speaker & Author

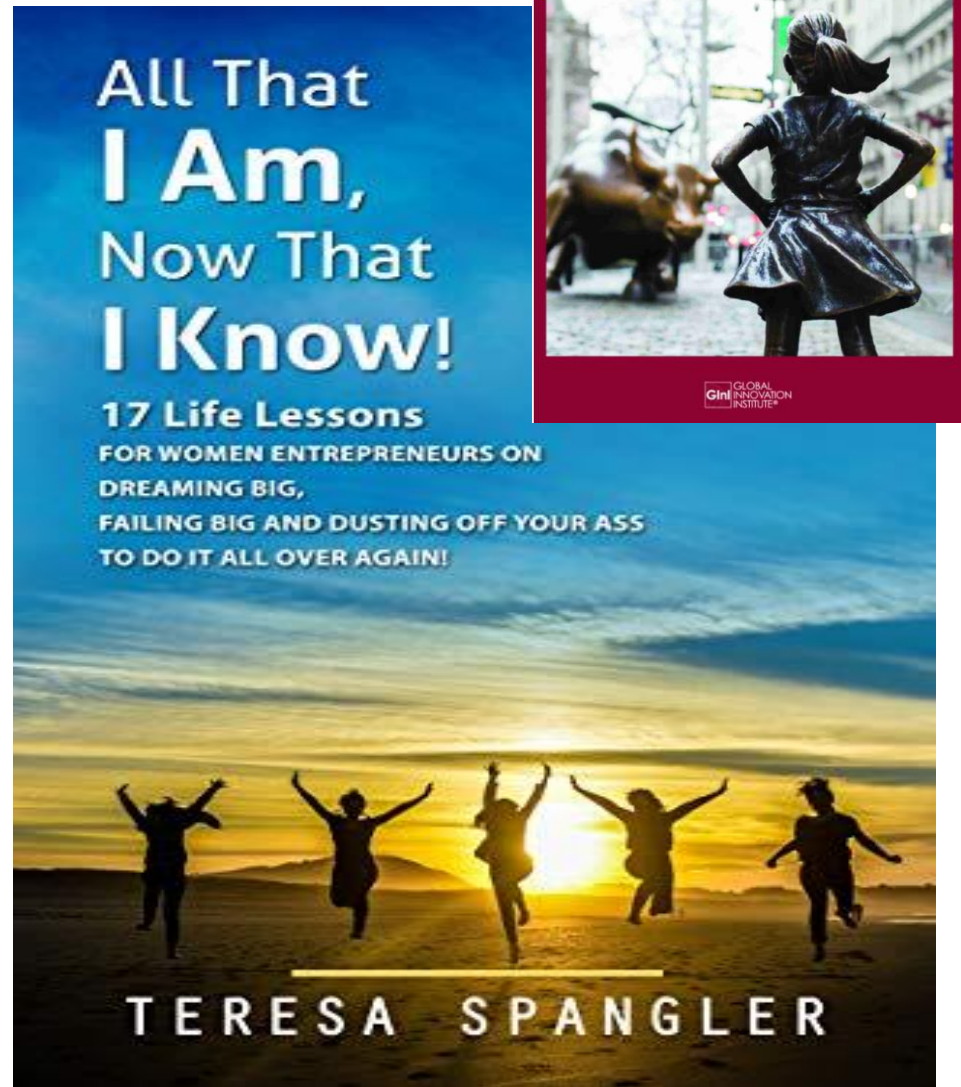


Teresa Spangler

BREAKING THE PARADOXES TO INNOVATE FOR GOOD

- Break down Barriers to getting innovation out the door and Learn Strategies and Rationale for innovating for the Good of Humanity & Our Environment
- Clarity of Values-Based Purpose
- Breaking the 'Fast Profit' Addiction and Adapting Innovation for Social Benefits – Seeking Purpose
- The United Nations: Sustainable Development Goals (SDGs)
- ESG – A Moral Compass
- Harvesting the Human Imagination – And Three Additional Considerations
- Ethics First

For more than 30 years, **Teresa Spangler** has been a driving force behind innovation and growth. Today, she wears multiple hats as a social entrepreneur, innovation expert, growth strategist, author and speaker.

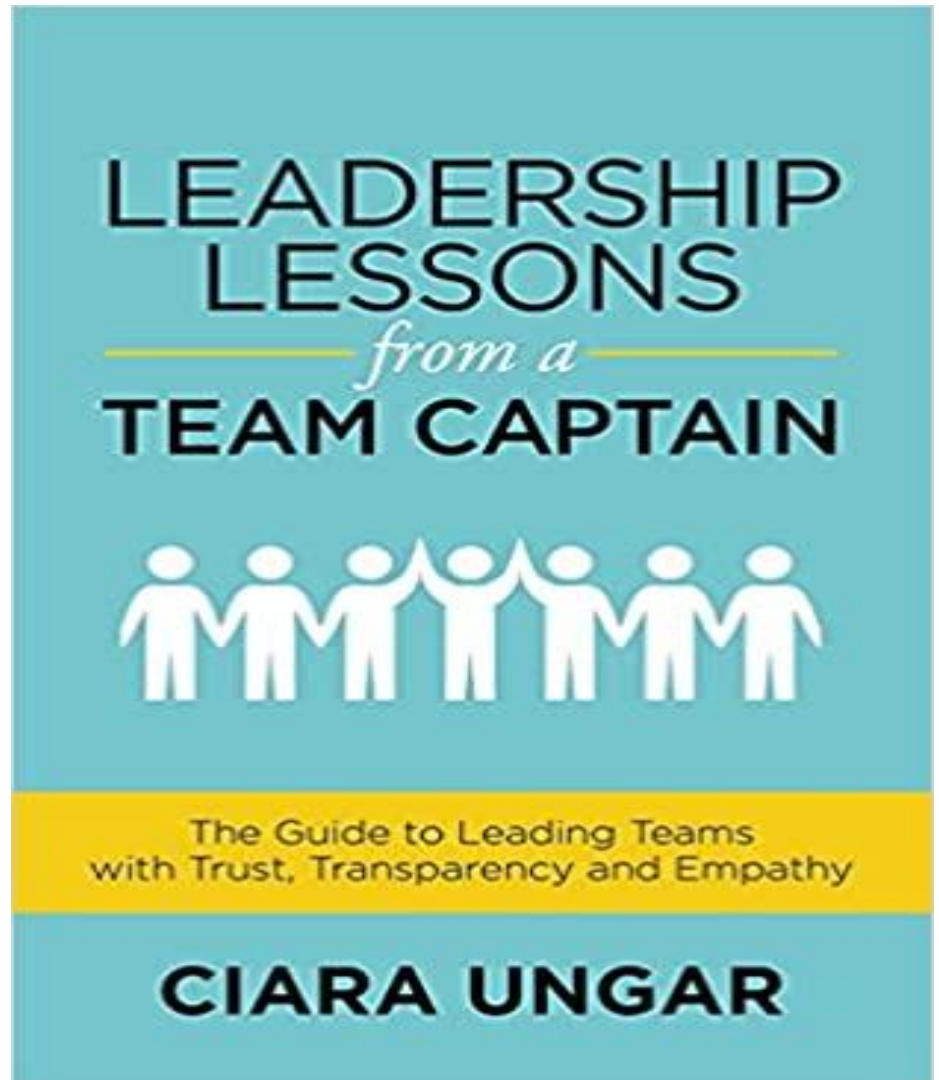


Ciara Unger

Leadership Lessons from a Team Captain

Leadership: Lessons from a Team Captain draws on the experience of Speaker, Marketer and Teacher, Founder, and Self-Proclaimed Pocket Cheerleader, Ciara Ungar, as an athlete and the study of today's greatest names in sports, such as Kobe Bryant, Alex Morgan and Drew Brees, to identify characteristics and behaviors that we see in team captains in sports that are applicable to the business world. Building on a foundation of the psychology of leadership dynamics, this book explores generational gaps between traditional and new age office environments, the invisible ideal of perfection, intrinsic motivation, one-on-one relationships, trust-building and more, challenging leaders to rethink how they define a team leader and the characteristics that are inherently required.

Author, Speaker, Coach & Consultant



Dr. Bettina von Stamm

Secrets of Working Across five Continents

Dr. Bettina von Stamm has been a visionary thinker & doer in the field of innovation for over 25 years. Founder of the Innovation Leadership Forum, she is working with senior leadership teams, to instill the confidence to lead and innovate, confidentially and responsibly, in the turbulent context of the 21st century.

Her approach builds on three foundations:

- The importance of a deep understanding of specific context - reflected in her facilitated assessment tool for innovation conditions, the InnovationWave®.
- The necessity to consider the wider system - which is reflected in her BvS Innovation Framework.
- A focus on people - which is supported by two sets of picture cards that help elicit assumptions and bridge chasms so common in the highly diverse contexts that innovation requires.

She captures her approach, means of communication and effect as follows: Innovation Philosopher, Story Teller, and Catalyst.

Founder Innovation Leadership Forum



secrets of
working across
five continents

THRIVING THROUGH
THE POWER OF
CULTURAL DIVERSITY

Edited by
MELTEM ETCHEBERRY
BETTINA VON STAMM

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“Innovation is seeing what everybody has seen and thinking what nobody has thought.” – Dr. Albert Szent-Györgyi

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