



IMS *New York*

The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT	FROM IDEA TO EXECUTION: TEN RULES FOR STRATEGIC INNOVATORS		
FACULTY	MR. CHRIS TRIMBLE		
LOCATION	The Cornell Club 6 East 44th Street, New York NY 10017 (212) 986-0300	DATE	Wednesday, November 10, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

TIME TOPICS

20%	Beyond the Idea: Central Challenges in the Innovation Journey <ul style="list-style-type: none"> • Understanding what organizations can't do • New high-growth-potential businesses must be "Distinct-But-Linked" • Forgetting, Borrowing, and Learning
25%	Understanding the Forgetting Challenge <ul style="list-style-type: none"> • Organizations adapt to business models • Sources of organizational memory • Embedding new behaviors in organizational design
25%	Understanding the Borrowing Challenge <ul style="list-style-type: none"> • Identifying what to borrow, and what not to borrow • Why tensions naturally rise when new and mature companies interact • Managing tensions
30%	Understanding the Learning Challenge <ul style="list-style-type: none"> • Principles of learning • Why organizations naturally undermine the learning process • Building a better planning system that supports learning

SEMINAR DESCRIPTION

Forces such as the advance of technology, globalization, demographic change, and regulatory change are creating opportunities for reinventing the rules of the game in all corners of the economy. To sustain growth, and sometimes just to survive, long-established organizations must create, grow, and profit from entirely new business models. However, the uncomfortable coexistence of a new high-growth-potential business and a proven business within the same company lead to a number of difficult challenges. This program will prepare managers for leading, supporting, or managing within high-growth-potential new businesses within established organizations.

FOR RESERVATIONS

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FACULTY



MR. CHRIS TRIMBLE is an expert in innovation and execution. He is the co-author of "Building Breakthrough Businesses Within Established Organizations," the lead article in the May 2005 Harvard Business Review, and *Ten Rules for Strategic Innovators - from Idea to Execution*, published by the HBS Press in December 2005. Mr. Trimble is a frequent speaker on the topic of innovation. Recent appearances include a keynote address at the Conference Board's Innovation Conference in New York, and as a panelist at the Business Week CEO Forum in Beijing. He is on the faculty at the Tuck School of Business at Dartmouth, and has published in the MIT Sloan Management Review, California Management Review, and Across the Board. He has also written for Fast Company and The Financial Times. Mr. Trimble is also a Senior Fellow at Katzenbach Partners LLC, a consulting firm that helps companies achieve peak performance through a combination of strategic problem-solving and insight into people and organization. Mr. Trimble's past work includes a position as a consultant at Bain & Company, and as a submarine officer in the United States Navy. He holds an MBA degree with distinction from the Tuck School, and a bachelor of science degree with highest distinction from the University of Virginia.

GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE
(Pres, Exec & Sr. VP)

EXECUTIVE
(VP & General Mgr)

SENIOR MANAGER
(Div. & Reg. Mgrs)

MIDDLE MANAGER
& SUPERINTENDENTS

1	2	2	1	1	3	1	1	2	1	3	1	2
1	1	1	1	1	3	1	1	1	1	3	1	1
2	2	2	2	2	3	2	2	1	2	3	2	2
3	2	3	3	3	3	3	3	2	3	3	3	3
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Plng	Pchsg	R&D	Sales

APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

FOCUS

PRIMARY

EXECUTING/CONTROLLING/EVALUATING:

Decision Making, Use of Authority, Direction, Coordination

SECONDARY

PLANNING/ORGANIZING:

Problem Identification, Analysis, Evaluating Alternative Solutions, Developing Specific Plans

TERTIARY

LEADERSHIP DEVELOPMENT:

Adaptability, Performance Standards, Stability, Use of Time

LEVEL

Introductory Intermediate Advanced