

**Creativity &  
Innovation  
2012**

3rd and 4th October 2012

**The world turned inside out**

Good Morning  
April 19 1880



WELL IF EVER I SAW THE LIKE OF THAT

THE BIRD IS MIMICING THE ELE.

A NOSE AND MISTAKE

...THING LIKE A NECK TIE  
...HILLER HAD A GOOSE'S NECK THIS  
...Y COME...

MAY DAY GREETING.

WHITE CAT WAS ON A CYPY GIRLS HEAD

Charles Altamont Doyle was an artist and draughtsman, famous for being the father of Sir Arthur Conan Doyle. He died at the Crichton Royal Institution, Dumfries in 1893, having spent the last twelve years of his life in various hospitals and asylums.

## **Creativity & Innovation 2012**

is a two-day, immersive event for business leaders which is rich in content and high in ambition.

Designed as an exemplary exercise in creative thinking and debate, this conference will provide a uniquely stimulating experience for those who take part.

But 'taking part' is the key.

We are determined that people who attend this event should learn, share, contribute and derive real value from the experience. Our starting point is that major non-evolutionary changes are taking place in the world and we need to be doing something about them. This conference gives people new ways of thinking and new networks for developing and sharing ideas.

Our conference is based around short, sharp presentations from an exceptional faculty of academic and business experts; no one presenter will speak for more than twenty minutes and each contribution will be challenged and built upon by subsequent speakers. Discussions and tutorials will be augmented by music, art and poetry, while there will also be frequent breaks for reflection, relaxation and socialising.

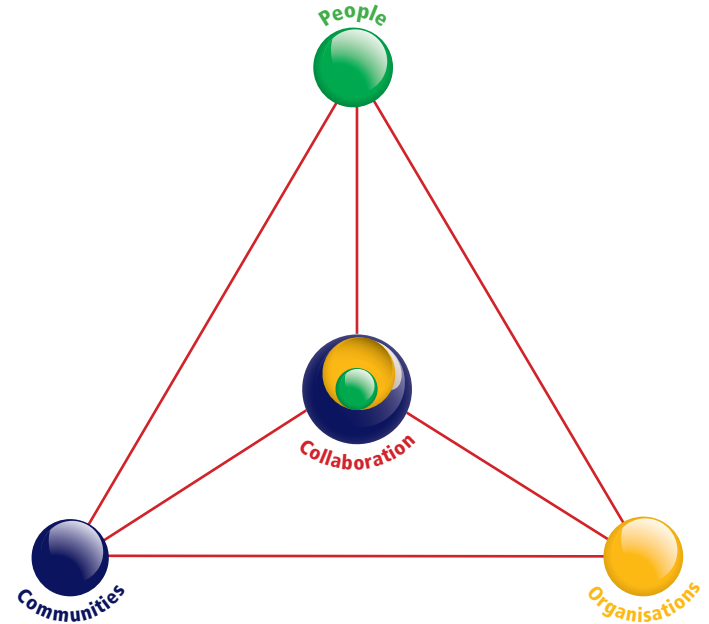
This is a beacon event that is distinguished by the quality of its delegates as well as its faculty: our aim for **Creativity & Innovation 2012** is to create a virtual global community of business leaders who share a commitment to visionary thinking and practical innovation. It is not just an event, but a new way of working together that might just change the world.



The conference model



## Four Spheres of Creativity & Innovation



# Day one 8.30am to 5.00pm

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## I Introduction

Michael Phillips

William Blake is a seminal figure in the history of both poetry and visual arts; he is a man of genius who devoted his entire life and imagination to the expression of boldly original ideas to the world of the 19th century and beyond. We will examine where his creativity came from and the legacy it left.

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## II Creative & Innovative Environments

Charles Landry and Glen O'Hara

Charles will begin by setting the scene, looking at urban change and the physical environmental issues which may help or hinder innovation and creativity. What were the factors that propelled Silicon Valley and held back the Nile Valley (where of course innovation and creativity have been and gone)? Charles will be joined by Glen for a brief dialogue before launching a participative discussion.

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## III Creative & Innovative Organisations

George Day and Stu Winby

Scaling down to the business unit, George will examine the how, what, why, when and where of creative organisations. We will also reflect on the readiness of our own organisations to transform themselves. Is the Microsoft mantra of 'innovate or die' true in practice? What happened to 'if it ain't broke don't fix it'? Stu will talk us through a Hewlett-Packard case study on the 'Factory of the Future', before joining George in opening up the discussion with delegates.

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## IV Creative & Innovative People

Adrian Furnham and Wanda Wallace

In reality, civilisations, cultures and companies don't innovate; groups and individuals do. But what makes people innovative? Adrian will explore why some of us are instinctively creative while others are not. Can we learn to be creative or is this another hit for nature over nurture? We will explore our own attitudes to creative people and review the way we identify, manage and reward them. Together with Wanda, we will explore the issue of diversity in relation to creativity and innovation, and we will also share some insights into the ingredients and conditions necessary for the creation of ideas.

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## V Creative & Innovative Thinking

Charles, Glen, George, Stu, Adrian, Wanda

Having explored creative and innovative environments, organisations and people, the speakers will challenge you on the learning points of the day and examine how they might be applied to your organisations. Our plan is to create a lively facilitated learning community where challenging views and practical insights are especially welcome.

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## VI Dinner and Music

During and after dinner, we will explore how creativity and collaboration apply in a musical context as two accomplished musicians show how improvisation works.

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# Day two 8.30am to 4.00pm

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## VII City Tour of Athens

The tour of Athens provides a retrospective view of the dynamics of cultural and social innovation. Whatever your view of the current state of Western Civilisation, this is where it all began.

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## VIII Creative & Innovative Collaboration

Bill Isaacs, Skip Griffin, Michael Jones

Modern business issues are highly complex: they may be beyond the capacity of an entire organisation to solve, let alone the individuals within it. Progressive enterprises are recognising their limitations and are increasingly exploring collaboration as a creative response to major challenges; part of this is a readiness to deal with all the potential pitfalls. So how can collaboration be harnessed to deliver sustained business success? And how do we prevent the loss of intellectual property?

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## IX So what?

In the climax of the event, the faculty will come together for a group discussion that addresses outcomes and actions, next steps, frustrations and missing links. This goes beyond Q&A. We are looking to establish the beginnings of a global innovation community that changes things. This is really where it starts.

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## X Conclusions and Close

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# The programme schedule



“That so few now dare  
to be eccentric marks the  
chief danger of our time”

John Stuart Mill



“Alright, men, get in there and create!  
Peters, a word in my office first.”



# THE CREATIVITY & INNOVATION FACULTY IDEAS, INSIGHTS & IMAGINATION

## **MICHAEL PHILLIPS**

**Honorary Fellow at Centre for Eighteenth Century Studies at the University of York**

Michael Phillips is an internationally recognized expert on the poet, painter and revolutionary artist-printmaker, William Blake (1757-1827). Before joining the interdisciplinary Centre for Eighteenth Century Studies at the University of York, where he is now an Honorary Fellow, Michael taught at Oxford, University College London and the University of Edinburgh.

## **CHARLES LANDRY**

**Owner, Comedia**

Charles Landry is an international authority on the use of imagination and creativity in urban change. His aim is to help cities become more resilient and to future-proof themselves. Charles undertakes tailored research and facilitates complex urban change and visioning processes. He takes on short and long term involvements with cities.

## **GLEN O'HARA**

**Reader in the History of Public Policy at Oxford Brookes University**

Glen O'Hara's work mainly focuses on 20th century concepts of economic and social policy as well as exploring the many unintended consequences of government and corporate actions. Glen was formerly a journalist with 'The Independent'.

## **GEORGE DAY**

**Geoffrey T. Boisi Professor, Professor of Marketing and co-Director of the Mack Center for Technological Innovation at the Wharton School of the University of Pennsylvania**

Professor Day is known for his research on aligning organizations with their markets, competitive strategies in global markets, strategy development, and managing innovation processes. He consults extensively with major companies worldwide, including IBM, DuPont and Medtronic.

## **STU WINBY**

**Founder and Executive Managing Partner of Sapience, Silicon Valley**

Stu's practice area focus is in organization strategy, design and innovation, and individual and executive team development. Stu managed Hewlett Packard's Strategy, Organization, and Change Organization for over ten years. Prior to this position he managed HP's Factory of the Future organization, which was an operational attempt to fast forward to the future.

## **ADRIAN FURNHAM**

**Professor of Psychology, University of London**

Adrian is an academic and consultant on organizational behaviour, writer and broadcaster. Previously a lecturer in Psychology at Pembroke College, Oxford, he has been Professor of Psychology at University College London since 1992. He has written over 700 scientific papers and 60 books and is a Fellow of the British Psychological Society.

## **WANDA WALLACE**

**President and CEO of Leadership Forum, Inc.**

Wanda Wallace specialises in diversity and leadership and has worked with a number of blue-chip clients including BT, GlaxoSmithKline, Merrill Lynch and PricewaterhouseCoopers. She was previously a Professor of Marketing and then Associate Dean of Executive Education at the Fuqua School of Business, Duke University, and was Executive Vice President of Duke Corporate Education, Inc.

## **WILLIAM ISAACS**

**Founder, Dialogos**

William Isaacs is the founder and president of Dialogos, a consulting and leadership education firm based in Cambridge, Massachusetts, and Chairman of the Board of the Dialogos Institute, a not-for-profit action research organization. He is a leading authority on collective leadership, organizational learning, and the practice and theory of dialogue.

## **SKIP GRIFFIN**

**Senior Associate, Dialogos**

As a Senior Associate at Dialogos, Skip Griffin consults with corporations to provide them with effective strategies and programs for social responsibility. Skip has a significant background in civil rights, community organizing, and community education initiatives; he served as a strategist and media relations adviser for the Ten Point Coalition.

## **MICHAEL JONES**

**Senior Associate, Dialogos**

Michael Jones is a Senior Associate with Dialogos in Cambridge, Massachusetts. He is the author of 'Creating an Imaginative Life' and is a pianist and founding artist with Narada Productions where he has produced many popular recordings, including Pianoscapes and After the Rain.



“ The secret to creativity is knowing how to hide your sources.”

Albert Einstein

If you're looking for an evocative location in which to launch a debate on landscape-altering innovation, there are worse places to start than Athens. It's not just that this city is commonly described as 'the cradle of Western civilization' and 'the birthplace of democracy'. There are also blunt reminders here that creativity is a moving target and today's radical ideas are tomorrow's history. Athens also appeals to people who are interested in the influence of past thinking on present action – and the lineage of ideas that runs from Archimedes to Einstein and beyond. As part of the immersive experience of the **Creativity & Innovation 2012** conference, there will be an opportunity to see something of the city and experience the 21st century atmosphere of an ancient icon.

Starting point: **Athens**



# Thinking the unthinkable

WHAT MUST OUR SOCIETY LOOK LIKE TO SURVIVE AND THRIVE?



(M.C. Escher's "Drawing Hands" © 2011 The M.C. Escher Company-Holland. All rights reserved. [www.mcescher.com](http://www.mcescher.com)).

- Engineers are paid more than bankers. Much more.
- Boys do as well as girls. And vice versa.
- The International Innovation Corps is the employer of choice for all new graduates.
- Soft skills are the new hard skills.
- Maths, science and engineering courses at the top universities are delivered free to students.
- There are no unemployed. There is no retirement.
- Civil liberties are balanced by civic responsibilities.

Innovation always involves a journey into the unknown. Creativity demands the willingness to abandon precedent and received wisdom. 'Thinking the unthinkable' challenges us to take ideas that are self-evidently impossible and make them work. As Sam Ewing observed, "Nothing is so embarrassing as watching someone do something that you said could not be done." Try this thought experiment: come up with five wild ideas that would never work and see if you can imagine the circumstances and changes that might make them viable. The chances are you will be rewarded with an insight or inspiration of real value.



A silhouette of a man in a suit walking from left to right, carrying a briefcase. The background is a blue gradient with vertical lines. A large yellow and green circular graphic is on the right side of the slide.

## After the event...

Our conference is intended to raise many questions, but it will also provide some of the tools and contacts to begin coming up with answers. We will be offering delegates the opportunity to collaborate in a range of post-conference work-streams which will shape opinion and practice on a much larger stage than Athens.

**Creativity & Innovation 2012** will be an exciting and inspiring event, but its true value will be felt in what happens afterwards. We are building a community of like-minded business leaders who recognise the need for creative thinking and share a commitment to practical innovation that could change the world. We hope you will want to be part of it.

“ Creativity is thinking up new things.  
Innovation is doing new things. ”

Theodore Levitt

# crf Athens • 3rd and 4th October 2012

CORPORATE RESEARCH FORUM

For more information about **Creativity & Innovation 2012**, please contact the Corporate Research Forum.

lynn@crforum.co.uk      www.crforum.co.uk  
+44 (0)20 7470 7104

**Venue: Hilton Athens, 46, Vassilissis Sofias Avenue  
115 28 Athens, Greece**

**Cost:** Delegate places are free to CRF members. Attendance for non-members costs £1,500 plus VAT. There will be a non-refundable accommodation cost of £200 plus VAT per night. Travel is not included in the costs.

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