



MENDOZA COLLEGE OF BUSINESS

Nonprofit Executive Programs

Foresight & Innovation

May 26-27, 2016

Hilton San Diego Bayfront

1 Park Boulevard

San Diego, CA 92101



Sponsored by:



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Thursday, May 26, 2016

All sessions will be held in Indigo 202 classroom

FORESIGHT & INNOVATION WORKSHOP

Change is accelerating – bringing new opportunities as well as complexity and risk. Successful organizations will be those that can interpret weak signals of change and translate them into actionable insights. As chambers of commerce work to provide meaningful value to their constituents, Foresight and Innovation are becoming increasingly essential skills.

This interactive two-day workshop will enable participants to gain experience with foresight frameworks for discovering emerging opportunities and translating these insights into actionable innovation strategies. The intent of the workshop is to provide participants with the tools and mindset to capitalize on change and lead the way in serving emerging market needs. A series of participatory exercises will be utilized to engage the participants and help develop “muscle memory” in using the methods described in the course.

8:00 – 9:00 AM | **Registration**

8:00 – 9:00 AM | **Continental breakfast**

9:00 AM - 12:00 PM | **Leading Innovation**

Presenter: Sam Miller, University of Notre Dame

In this session, participants will gain an understanding of the role of Strategic Foresight in the innovation process and how organizations can develop an entrepreneurial mindset to lead the way in an environment of disruptive innovation.



Sam Miller, director of the Gigot Center for Entrepreneurship and concurrent faculty at the Mendoza College of Business, University of Notre Dame

Sam Miller is in product development, strategy and innovation. Miller has been engaged in supporting corporate strategy and innovation pipeline consulting in a variety of sectors, helping companies understand and implement strategic foresight initiatives.

Miller is a member of the Notre Dame team that developed and launched a pioneering course in strategic foresight. The course is an in-depth exploration of major emerging challenges, including sustainability, population growth, climate change, and issues caused by changing demographics. Student teams are required to conduct an in-depth analysis of a specific topic to assess change, trends, expected and alternative futures, and business implications for achieving positive outcomes. As the director of the Gigot Center for Entrepreneurship, he leads a team that is helping to shape Notre Dame's next generation of entrepreneurial leaders.

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Miller holds a Master of Science in Product Development Engineering from Northwestern University, an MBA from the University of Michigan, and a BA in Economics from the University of Illinois. He has taught course work in Innovation and Sustainability at Indiana University and is a member of the Association of Professional Futurists and the World Future Society. He also has been a frequent speaker on sustainable innovation and entrepreneurship. Prior to joining the Mendoza faculty, Miller served as vice president of Strategy for JFNew, a leading ecological consulting firm. In this capacity he led innovation and strategic initiatives for this firm of over 100 ecological scientists, helping craft multiple breakthrough strategic business line launches. In 2009, Miller was recognized as one of "21 People Who Will Change Business" by *BusinessWeek*. In 2015, he was named one of 100 leading professors in the field of entrepreneurship by Technology Think Tank Hot Topics.

12:00 – 1:00 PM | **Lunch**

1:00 – 4:00 PM | **Anticipating Change**

Most disruptive opportunities emerge as a result of change in the environment. From new enabling technologies to changing market preferences to evolving societal challenges and constraints. This session provides participants with frameworks for spotting and understanding weak signals of change in ways that empower pro-active innovation strategies.

6:00 – 8:00 PM | **Chamber Training Institute Reception:**

Indigo Terrace, Hilton San Diego Bayfront, 1 Park Blvd., San Diego, CA;
Reception hosted by the National Gay and Lesbian Chamber of Commerce

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Friday, May 27, 2016

8:00 – 9:00 AM | Continental breakfast

9:00 AM – 12:00 PM | Design Thinking

Presenter: Sam Miller, University of Notre Dame

The concept of human-centric design has changed the way innovators explore for opportunities. In this session, participants will gain familiarity with methods of building deep understanding of emerging needs through the eyes and minds of the customer.

12:00 – 1:00 PM | Lunch

1:00 – 4:00 PM | Future-Telling

In our final session, participants will blend insights from the Anticipation and Design Thinking sessions to explore for emerging opportunities. We will utilize a process known as Future Telling to bring the opportunities to life, creating deeper understanding that can make the insights actionable.

HAVE A SAFE TRIP HOME!

