

HSM
Inspiring ideas

SPECIAL MANAGEMENT PROGRAM

CLAYTON
CHRISTENSEN
& you

STRATEGIC & DISRUPTIVE INNOVATION

JUNE 17-18, 2008 - NEW YORK CITY

LIMITED TO 120 EXECUTIVES



Clayton Christensen, a highly sought-after business consultant and world-renowned for his work on innovation and disruption, is the Robert and Jane Cizik Professor of Business Administration at Harvard Business School. He has been featured together with Intel's Andy Grove on the cover of *Forbes* under the title "Andy Grove's big thinker: Clayton Christensen tells how to survive disruptive technologies."

A seasoned entrepreneur, Christensen has founded three successful companies: CPS Corporation, an advanced materials manufacturing

company, Innosight, a consulting and training company focused on problems of strategy, innovation, and growth, and Innosight Capital.

Professor Christensen is the author of the bestselling books *Seeing What's Next*, *The Innovator's Dilemma*, which received the Global Business Book Award for the best business book published in 1997, and *The Innovator's Solution*, a *New York Times* and *BusinessWeek* bestseller.

Christensen received an MBA with High Distinction in 1979 and his Doctorate of Business Administration in 1992 from Harvard Business School.

Proven Strategies for Delivering Sustainable & Profitable Growth

PARTICIPATE IN AN EDUCATIONAL EXPERIENCE UNLIKE ANY OTHER AS CLAYTON CHRISTENSEN AND TOP EXECUTIVES FROM INNOSIGHT LEAD INTERACTIVE DISCUSSION ON HOW TO UTILIZE DISRUPTIVE INNOVATION IN YOUR ORGANIZATION—AND HOW IT WILL DRAMATICALLY CHANGE THE WAY YOU DO BUSINESS.

I. FUNDAMENTALS OF INNOVATION

- The Innovator's Dilemma: Why traditional management practices fail to drive growth
- Understanding disruptive versus sustaining innovation
- Recognizing the value of “good enough” versus “overshooting”
- Overcoming the four barriers to consumption
- *Case Studies*: DEC, Minimills

II. A MODEL FOR IDENTIFYING NEW GROWTH OPPORTUNITIES

- Identifying opportunities for disruptive innovation
- Jobs to be done: Understanding what drives consumers to buy products and services
- Using a performance map to assess available candidates and consumers' degree of satisfaction
- *Case Studies*: General Motors, Nokia

III. BUSINESS MODEL INNOVATION

Led by Mark Johnson, Chairman of Innosight LLC

- The architecture of business models
- Understanding the impact of resources, processes, customer value proposition, and profit system
- Applying the four keys to success with radical business model innovation
- *Case Studies*: MinuteClinic, Tata Motors

IV. PURSUING OPPORTUNITIES WITH AN EMERGENT STRATEGY

- Reversing the roles of projections and assumptions
- Following the principle of “invest a little, learn a lot”
- Accepting that your first strategy will be wrong
- Recognizing when to re-vector, shelve, or double-down on a concept
- *Case Studies*: Scripps Networks, ChoiceMed

V. DEVELOPING ORGANIZATIONAL CAPABILITIES FOR INNOVATION

- Understanding the four elements of a supportive innovation environment and the role of senior executives
- Establishing a common language within the enterprise
- Defining what is in- and out-of-bounds for the innovation program
- Selecting the right team leaders and members based on schools of experience
- Managing and motivating a high performance innovation team
- *Case Studies*: Procter & Gamble, Cisco Systems

GENERAL INFORMATION

Date & Venue

June 17-18, 2008

Program runs from 8:30 am - 5 pm on Day 1; 8:30 am - 4 pm on Day 2
Detailed two-day agenda can be found on our website,
www.hsmglobal.com/us/christensen.

Cipriani at Rockefeller Center
30 Rockefeller Center, 64th Floor - Pegasus Suite
New York City

Special Accommodations

Visit www.hsmglobal.com/us/christensen for more information.

Each Attendee Will Receive

- Complimentary copy of *Disrupting Class: How Disruptive Innovation Will Change the Way the World Learns* by Clayton Christensen and *The Innovator's Guide to Growth: Putting Disruptive Innovation to Work* with foreword by Christensen
- Attendee Profile and Contact List
- Working Materials
- Meals
- Attendance Certificate

Limited Availability

120 attendees

All applications are subject to approval by HSM

Program Fee

Regular Price: \$4,500

Before May 30th: \$3,900

Corporate Offer

Three Tickets: \$11,100 (\$3,700 per attendee)

Five Tickets: \$17,250 (\$3,450 per attendee)

To receive the Special Offer, payment must be received by May 30th.

Three Ways to Register

Phone 866 711 4476 | 9 am- 6 pm EST

212 317 8454 (If dialing internationally)

Fax 212 308 6788

Online www.hsmglobal.com/us/christensen

For more information, contact us at info.us@hsmglobal.com.



REGISTRATION FORM

STRATEGIC & DISRUPTIVE INNOVATION with CLAYTON CHRISTENSEN

JUNE 17-18, 2008 - CIPRIANI AT ROCKEFELLER CENTER - NEW YORK CITY

REGULAR PROGRAM FEE: \$4,500

BEFORE MAY 30TH: \$3,900

For registration or more information on the program, please visit our website at

www.hsmglobal.com/us/christensen, call **866 711 4476**, or fax this registration form to **212 308 6788**.

NAME _____

TITLE _____ DEPARTMENT _____

COMPANY _____ INDUSTRY _____

COMPANY TYPE PUBLIC PRIVATE FAMILY OWNED

COMPANY SIZE (EMPLOYEES) <50 50 to 100 101 to 500 501 to 1000 > 1000

ADDRESS _____ CITY _____

STATE/PROVINCE _____ ZIP/POSTAL CODE _____ COUNTRY _____

EMAIL _____ BUSINESS PHONE NUMBER _____ FAX NUMBER _____

Your contact information, excluding your phone number, will be shared with other attendees at the event. It will not be used for any other purpose.

Please don't share my information. I'm not interested in receiving the Attendee Profile.

Pricing (before May 30th, 2008)

Early Registration Offer: \$3,900 Attendees: ____

Corporate Offer

Three Tickets: \$11,100 (\$3,700 per attendee)

Five Tickets: \$17,250 (\$3,450 per attendee)

Payment Options

Check enclosed (*Make check payable to HSM Americas, Inc.*)

Bill me

Visa Mastercard American Express Diners Club Discover

CARD NUMBER _____ EXPIRATION DATE _____

CARDHOLDER'S NAME _____ CARDHOLDER'S SIGNATURE _____

Which of the following topics would you like HSM to include in its future programs?

- Execution Negotiation Family Business Personal Development Customer Experience
- Teamwork China/India Leadership Sales/Marketing Change Management

Cancellation & refund policy: If you request cancellation up to 60 days prior to the event ("Cancellation Deadline"), the refund will be processed in the same manner (i.e. credit card, check, etc.) that the registration payment was made, less a processing fee of \$500 per ticket. For cancellations in writing requested after the Cancellation Deadline and before 21 days prior to the event ("Credit Deadline"), a credit refund will be granted for HSM events to be held until 12/31/2009 for the value of your purchase. After the Credit Deadline tickets may only be transferred to a substitute participant. We reserve the right to cancel the event, and if this occurs, we shall refund the total fee paid.

Scheduling: We reserve the right to make any changes without prior notice.

Detailed Terms and Conditions can be found in the Register section at www.hsmglobal.com/us/christensen.

CODE: SCC/IMD/WEB1/08



www.hsmglobal.com

HSM GROUP

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UPCOMING EVENTS 2008

World Innovation Forum, Apr. 8-9

Authentic Leadership with **Bill George**, Apr. 28-29

Execution in Action with **Larry Bossidy**, May 13-14

World Business Forum, Sept. 23-24

Leading From Your Strengths with **Marcus Buckingham**, Sept. 25

Winning Negotiation Strategies with **William Ury**, Oct. 14-15

Two Days with **Jack Welch**, Oct. 21-22

Execution in Action with **Larry Bossidy**, Oct. 28-29

Building Winning Teams with **Patrick Lencioni**, Nov. 12-13

Leading Creative Organizations with **Michael Eisner**, Nov. 18

Family-managed Business with **John Davis**, Nov. 19-20

For an updated list of events, visit www.hsmglobal.com/us