

Revitalizing Existing Products with AI-Driven Innovation

Disrupt your process, not your products

Day 1

In Person Sample Schedule

8:00 AM - 8:30 AM EDT **Registration and Continental Breakfast**

8:30 AM - 9:30 AM EDT **What is Innovation?**
David Robertson

9:30 AM - 9:45 AM EDT **Break**

9:45 AM - 11:00 AM EDT **Using AI to Innovate**
David Robertson

11:00 AM - 11:15 AM EDT **Break**

11:15 AM - 12:00 PM EDT **Executing the Third Way**
David Robertson

12:00 PM - 1:00 PM EDT **Lunch**

1:00 PM - 2:15 PM EDT **Tournament Science**
David Robertson

2:15 PM - 2:30 PM EDT **Break**

2:30 PM - 4:15 PM EDT **What is Your Promise to Your Customers?**
David Robertson

4:15 PM - 4:30 PM EDT **Break**

4:30 PM - 5:30 PM EDT **Executive Visit**
David Robertson

5:30 PM - 6:30 PM EDT **Reception**

Day 2

8:00 AM - 8:30 AM EDT

Continental Breakfast

8:30 AM - 10:15 AM EDT

Innovation Simulation (ExperiencePoint Aware)

David Robertson

10:15 AM - 10:30 AM EDT

Break

10:30 AM - 11:15 AM EDT

Creative Idea Generation

David Robertson

11:15 AM - 12:00 PM EDT

Barriers to Implementation

David Robertson

12:00 PM - 1:00 PM EDT

Lunch

1:00 PM - 2:00 PM EDT

Innovating Around the Box at Microsoft - The Development of the Xbox

Robbie Bach

2:00 PM - 2:15 PM EDT

Break

2:15 PM - 3:45 PM EDT

Experimentation and Testing

David Robertson

3:45 PM - 4:00 PM EDT

Break

4:00 PM - 4:30 PM EDT

Implementation and Execution

David Robertson

4:30 PM - 4:45 PM EDT

Presentation of Certificates

4:45 PM - 5:15 PM EDT

Program Closing and Summary

David Robertson

Schedule subject to change