

All times notes are Eastern Time

DAY 1

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| 8:30 – 9:45AM | The Challenges of Innovation: Why Organizations Have Difficulties Building, Leading, and Sustaining Innovation |
| 9:45 – 10:00 AM | Break |
| 10:00 – 11:15 AM | Aligning the Three Pillars of Innovation (People, Culture, and Process): Laying the Foundation for an Innovative Organization |
| 11:15 – 11:30 AM | Break |
| 11:30 AM – 12:45 PM | Dealing with Aversion to Risk – How to Help Organizations Embrace Innovation |

DAY 2

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| 8:30 – 9:30 AM | Dealing with the Uncertainty Inherent in all Innovative Endeavors |
| 9:30 – 9:40 AM | Break |
| 9:40 – 10:40 AM | Dealing with Resistance - Focusing on What is Possible |
| 10:40 – 10:50 AM | Break |
| 10:50 – 11:50 AM | Dealing with the Demand for Numbers When Uncertainty is High |
| 11:50 AM – 12:00 PM | Break |
| 12:00 – 12:45 PM | Seven Techniques to Identify Your Customers' Purchase and Use Decisions |

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DAY 3

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| 8:30 – 9:45AM | Anticipating Technical Possibilities and Creating Roadmaps to Commercialize Innovative Ideas |
| 9:45 – 10:00 AM | Break |
| 10:00 – 11:15 AM | Examining Critical Roles and Marshaling Events within Innovative Entrepreneurial Teams |
| 11:15 – 11:30 AM | Break |
| 11:30 AM – 12:45 PM | Summary and Review: Examining and Comparing Critical Success Factors for New and Existing Product Lines |