

Day 1

8:00 AM – 8:30 AM	Registration and Continental Breakfast
8:30 AM – 9:30 AM	Overview of Program and Definition of “Innovation”
9:30 AM – 9:45 AM	Break
9:45 AM – 11:15 AM	The Third Way to Innovate
11:15 AM – 11:30 AM	Break
11:30 AM – 12:30 PM	Executing the Third Way
12:30 PM – 1:30 PM	Lunch
1:30 PM – 2:30 PM	Choosing Your Application Example
2:30 PM – 4:15 PM	Innovation Simulation (ExperiencePoint Aware)
4:15 PM – 4:30 PM	Break
4:30 PM – 5:45 PM	A Visit from an IEM Alumnus
6:00 PM – 7:00 PM	Reception

Day 2

8:00 AM – 8:30 AM	Continental Breakfast
8:30 AM – 9:15 AM	Helping the Organization with Third Way Change
9:15 AM – 10:00 AM	Innovating Around the Box at Microsoft - The Development of the Xbox
10:00 AM – 10:15 AM	Break
10:15 AM – 11:00 AM	Helping the Organization with Third Way Change (cont.)
11:00 AM – 12:30 PM	Innovating Around the Box: The First Three Decisions
12:30 PM – 1:30 PM	Lunch
1:30 PM – 1:45 PM	Certificate Ceremony
1:45 PM – 2:45 PM	Experimentation & Testing
2:45 PM – 3:00 PM	Break
3:00 PM – 3:45 PM	Implementation and Execution
3:45 PM – 4:30 PM	Program Closing and Summary