



	<i>Sunday, November 11</i>	<i>Monday, November 12</i>	<i>Tuesday, November 13</i>	<i>Wednesday, November 14</i>	<i>Thursday, November 15</i>	<i>Friday, November 16</i>
<b>Theme</b>		<b>THE USER EXPERIENCE</b>	<b>BRANDS AND USERS</b>	<b>PREDICTING WHAT WORKS</b>	<b>STRATEGY AND CULTURE</b>	<b>CLOSURE</b>
<b>8:00–9:15 am</b>		Unleashing Collective Genius  <b>Hayagreeva Rao/ Robert Sutton</b>	The Power of Emotion in the Customer Value Proposition  <b>Baba Shiv</b>	The Ambidextrous Organization  <b>Charles O'Reilly</b>	Customer-Focused Innovation in Health Care  <b>Jeffrey Pfeffer</b>	Making Ideas Stick I  <b>Chip Heath</b>
<b>9:15–9:30 am</b>		Break	Break/Group Photo	Break	Break	Break
<b>9:30–10:45 am</b>		Strategic Leadership of Corporate Innovation <b>Robert Burgelman</b>	When Good Brands Go Bad <b>Jennifer Aaker</b>	The Ambidextrous Organization <b>Charles O'Reilly</b>	Leading Change <b>Jeffrey Pfeffer</b>	Making Ideas Stick II <b>Chip Heath</b>
<b>10:45–11:00 am</b>		Break	Break	Break	Break	Break
<b>11:00 am–12:15 pm</b>	<b>12:00pm</b> Check in at Schwab Residential Center (Box Lunches Available)	Strategic Innovation Challenges in Established Firms <b>Robert Burgelman</b>	Customer-Focused Product Marketing I <b>Seenu Srinivasan</b>	Customer-Focused Product Marketing II <b>Seenu Srinivasan</b>	Open Sourcing the HR Process at IDEO <b>John Foster</b>	Making Yourself and Other People Squirm  <b>Hayagreeva Rao Robert Sutton</b>
<b>12:15–12:30 pm</b>	<b>2:00 pm</b> Meet in Vidalakis Dining Room for Introductions	Walk to d.school	Walk to d.school	Lunch: Schwab Dining Room	Lunch: Schwab Dining Room Lunch Speaker: <b>Joe McCannon</b>	Lunch: Box Lunches Available at Schwab
<b>12:30–1:15 pm</b>		Working Lunch: <b>Design School</b> Principles of Design Thinking <b>Bob Sutton</b>	Working Lunch/Debrief: <b>Design School</b>  <b>Alex Kazaks Perry Klebahn</b>			
<b>1:15–1:30 pm</b>				Walk to d.school	Walk to d.school	
<b>1:30–5:00 pm</b>	Innovating Under Constraints <b>2:30-5:30</b> <b>Andy Papa</b> (Hayagreeva Rao and Design School Team)	How to Observe Customers & Users/Field Observations  <b>Alex Kazaks Perry Klebahn</b>	Point of View/Generating New Ideas  <b>Alex Kazaks Perry Klebahn</b>	Rapid Prototyping/ User Testing  <b>Alex Kazaks Perry Klebahn</b>	Presentations/ Project Debrief  <b>Alex Kazaks Perry Klebahn</b>	<i>Check out of Schwab by 2:00pm</i>
<b>Evenings</b>	<b>6:00 pm</b> Reception, Schwab Center <b>6:30 pm</b> Dinner & Program Overview <b>Hayagreeva Rao Robert Sutton</b>	<b>6:00 pm</b> Reception, Schwab Center <b>6:30 pm</b> Dinner, Schwab Center	<b>5:30 pm</b> Reception, Design School <b>7:00 pm</b> Dinner, Schwab Center	<b>6:00 pm</b> Working Dinner, Design School	<b>6:15 pm</b> Closing Dinner, Program Remarks and Certificate Presentation, Schwab Center	