



**STAVANGER CENTRE FOR  
INNOVATION  
RESEARCH**

# The Future of Innovation

## MasterClass

**WEDNESDAY 8<sup>TH</sup> December 2010, 8.45-16.15**  
**University of Stavanger, Arne Rettedal house, auditorium G 101**

**With *Dr. Bettina von Stamm* and *Dr. Anna Trifilova***

### **Packing the suitcase for a future of innovation**

**What companies need to take on board**

#### **Dear Fellows,**

As part of the **Innovation Research Centre** activities of the University of Stavanger, we have a great pleasure in inviting you to a pilot of the **MasterClass**, which builds on Bettina's and Anna's book & website *The Future of Innovation* <http://thefutureofinnovation.org/>.

The FoI **MasterClass** offers you a glimpse into the future of innovation. Building on insights of close to **400 leading thinkers** in the field of innovation **from 60 countries**. The **MasterClass** is designed to share the accumulated thought, insight and foresight in an easily digestible form, and allow participants to apply the learnings to the specific context of their own jobs and own organisations.

Over the course of this tool-related workshop you will be taken on an interactive and participative journey with stops including stations such as,

- Innovation – but not as we know it
- Innovation – the dark side of it
- Innovation – skills for innovation
- Innovation – from everyone everywhere

A workshop flyer is attached and the agenda is below. The 8<sup>th</sup> December will be part of a pilot for this workshop, and we would be delighted if you were interested in joining us, exploring how best to make all this insight accessible!

So, if this sounds of interest to you, we would be delighted to welcome you to this **MasterClass** (we will be able to accommodate a limited number of participants), so, secure your place and send a mail to [ase.lea@uis.no](mailto:ase.lea@uis.no).

*Associate Professor Tatiana Iakovleva, Stavanger Centre for Innovation Research*

# The Future of Innovation

## MasterClass

WEDNESDAY 8<sup>TH</sup> December 2010,  
08.45-16.15, Arne Rettedals house, University of Stavanger

With *Bettina von Stamm* and *Anna Trifilova*

**Packing the suitcase for a future of innovation**  
**A treasure hunt to find what you need to take on board...**

### Agenda

- |               |  |
|---------------|--|
| 08:45 – 09:00 | Arrival, registration, networking – and coffee!  |
| 09:00 – 09:05 | Welcome from the Stavanger Centre for Innovation Research  |
| 09:05 – 09:15 | <b>A Case-Study on p-2-p: Introduction to the FoI project</b><br>The story behind the stages and experiences of taking a peek into the future of innovation using a global crowd sourcing approach.<br><b>Drawing the treasure map for our journey</b> |
| 09:15 – 10:00 | <b>Station 1: Innovation – challenges &amp; drivers</b><br>Why is innovation so important and what are the key drivers for innovation in the future.   |
| 10:00 – 10:45 | <b>Station 2: Innovation – but not as we know it</b><br>Why we need a different perspective and a broader understanding of innovation.   |
| 10:45 – 11:00 | Refreshments along the journey - Tea/coffee & networking   |
| 11:00 – 11:45 | <b>Station 3: Innovation – the dark side of innovation</b><br>Why we need a responsible approach to innovation.  |
| 11:45 – 12:30 | <b>Station 4: Innovation – for sustainability and the environment</b><br>Why cradle to cradle and the triple bottom line have to become the foundation for innovation.   |
| 12:30– 13:00  | Picnic at half-point - Lunch   |
| 13:00 – 13:15 | <b>What treasures have we found so far</b> - a suitcase half full!   |
| 13:15 – 14:00 | <b>Station 5: Innovation – skills for innovation</b><br>About new skills, training and teaching with innovation in mind  |
| 14:15 – 15:00 | <b>Station 6: Innovation – from everyone everywhere</b><br>About collaboration, open innovation and innovating globally  |
| 15:00 – 15:15 | Refreshments along the journey - Tea/coffee & networking   |
| 15:15 – 16:00 | <b>Station 7: Innovation – about people and mindsets</b><br>About mindsets and human beings  |
| 16:00 – 16:15 | <b>All the treasure has been packed</b> – now the real journey begins!   |

# The Future of Innovation

## MasterClass

With **Bettina von Stamm** and **Anna Trifilova**



**....it is about** a visual, insightful, thought-provoking, useful, and practical snapshot of the global understanding on what the future might bring to companies, and the role innovation plays within it.....

**....it can't be missed** – it would mean missing your future; or put differently, the **MasterClass** is about driving your tomorrow; during the **MasterClass** you will study how to make open innovation, mass collaboration, co-creation, global networking happen AND you will understand the tomorrow of innovation in strategy, systems, leadership, processes, people, industry, customers, competition, global market – all you ever wanted to know about the Future of Innovation.....

**....you will get out of it** a compass – the book; a map – the knowledge; a landmark – the understanding; global companions – the community making the innovative future; a guidance  
**....and a certificate** – the ticket bringing you fast forward to the future....

### Programme details

1. A Case-Study on *p-2-p*: Introduction to the *FoI*.
2. A Landscape of the *FoI*: multitask, multimedia, multi-sensorial, and miscellaneous; divergent and convergent; 11th hour; the good, the bad and the ugly; the wind of change > innovation BUT not as we know it.
3. Your *FoI* starts right now and right here, created by you; it has no-barriers, no-borders, no-fears – leveraging the lessons learnt – yours and ours – catch up quickly and take the lead, creating powerful trends that lead to your desired future.

### Organisational details

Date: Wednesday 8<sup>th</sup> December 2010, 08.45-16.15  
Venue: University of Stavanger, Arne Rettedals house, G 101  
Fees: It's a pilot, so its **free!**  
Benefits: Each participant will receive a book "The Future of Innovation" **for free** (initial value is 240 nok)!  
Registration: Please contact Åse Lea at [ase.lea@uis.no](mailto:ase.lea@uis.no)

**The future of innovation will not happen to us.  
We, the people, will make it happen, turning ideas  
into facts and those into attitudes, and it begins now.  
Are you going to miss it?**

[www.thefutureofinnovation.org](http://www.thefutureofinnovation.org)  
[www.uis.no/research/stavanger](http://www.uis.no/research/stavanger) centre for innovation research/

# Dr Bettina von Stamm

Catalyst & Director

Innovation Leadership Forum



Bettina is hugely passionate about understanding and enabling innovation, particularly in large organisations. To follow this passion she has set up the Innovation Leadership Forum (ILF, [www.innovationleadershipforum.org](http://www.innovationleadershipforum.org)). The multiple legs which she stands on are teaching, researching, running a networking group, workshops & seminars, facilitating & catalysing, writing, and public speaking.

In terms of academic background, she has a first degree in architecture and town planning and an MBA as well as a PhD from London Business School. In addition to numerous articles she has published three books, one for general managers and those who want to start on their 'understanding innovation' journey: *The Innovation Wave* (2002) a text book: *Managing Innovation Design & Creativity*, 2008, 2nd ed.; the latter is also available in simplified Chinese, and shortly also Arabic. The third is *The Future of Innovation* in which, together with Anna Trifilova, she has 'knitted together the thoughts, dreams, hopes, fears and wishes of over 200 leading thinkers in the innovation community.



Some exciting projects she has been involved in recently,

- **'The Future of Innovation'** global crowdsourcing project jointly run with Dr Anna Trifilova, Novgorod University, Russia, to elicit the dreams, hopes, visions, and fears in 500 words, of innovation experts on this topic; website: [www.thefutureofinnovation.org](http://www.thefutureofinnovation.org); a book containing over 200 contributions from around 50 countries has been published by Gower November 09
- **Bamboostones** is a crowdsourcing initiative around sustainable innovation initiated by Philips, in collaboration with the [United Nations University](http://www.universityoftheunitednations.edu), the [Innovation Leadership Forum](http://www.innovationleadershipforum.org), and [IUCN](http://www.iucn.org) (International Union for Conservation of Nature); see <http://bamboostones.net>
- **Innovation Lab** (formerly DILab); project initiated by John Bessant, launched in 2006, co-production between industry and academia of insights into managing discontinuous innovation; started with Denmark, Germany and UK, now running in 13 countries; see [www.innovationlab.org](http://www.innovationlab.org)

She has also developed the Innovation Wave®, a tool for the facilitated assessment and development of innovation capability in organisations ([www.innovationwave.com](http://www.innovationwave.com)).

Innovation 

## **Dr Anna Trifilova**

### **Head of the Management and Marketing Department Nizhny Novgorod Architecture and Civil Engineering State University, Russia**

Anna is particularly interested in managing for innovation in the global context. Her areas of research interest are international technology collaboration, global innovations, and Russian R&D organisations on the global innovation arena. Her areas of occupational focus are teaching, researching, editing, and writing.

Major bits of her writing are two books in the Russian language on The Analysis of Innovation Development (2005) and The Management of Innovation Development (2003) both published by Finance & Statistics, Moscow. Her third book is in the English language The Future of Innovation (2009) co-edited together with Dr Bettina von Stamm. This is not just a book but also a website [www.thefutureofinnovation.org](http://www.thefutureofinnovation.org) and the most thought-provoking wiki project on what the future of innovation to be – which already joined around 400 contributors from over 50 countries of diverse backgrounds: business, government, consulting, and academia.

Her general agenda includes lectures, research, papers, conferences, students, writing, guest editing. She runs a section “International Kaleidoscope” in the Russian journal Innovations. She is a member of Scientific Panel of The International Society for Professional Innovation Management (ISPIM) and a member of the International Advisory Board of the International Association for Management of Technology (IAMOT).

