

# Innovation Day 2021 Full Program Guide



Innovation  
Division

Excellence Through Quality™



GLOBAL  
INNOVATION  
INSTITUTE®

# Intersectional Global Value

A Collaboration Event Across Innovation Champions

Innovation management is a TEAM sport and nowhere is that more clear than in the partnerships, alliances, and integrated federations of organizations across the global value chain. On **15 OCTOBER 2021** we bring to you a collaborative program across non-profits, industry, and academia, SPARK'd by seminal thought leaders from across the globe in the arenas of people, process, and technologies.

The **ASQ Innovation Technical Community** is a unit of ASQ, committed to providing enhanced expertise, professional networks, tools, and solutions to help our members advance their products, services, and industries. We provide professional training, certifications, and knowledge to members globally.

**ASQ** is a global organization with members in more than 130 countries. Headquartered in Milwaukee, Wisconsin, we also operate centers in Mexico, India, and China. Our Society consists of member-led communities that help members connect with other quality professionals and practitioners, advance their knowledge and careers, and grow as thought leaders.

["Innovation is the process of creating value by applying novel solutions to meaningful problems."](#)



**GInI** is the world's leading professional certification, accreditation, and membership association in the field of innovation. GInI aims to advance individual careers and transform organizational achievements by advancing the profession of innovation leadership. It does this through its globally recognized standards, tools, publications, resources, professional development courses, certifications, applied research, and networking opportunities. All certificates and accreditations available through GInI reflect the most current methods, trends, and strategies in innovation leadership.

[GInI sets the standard for innovation excellence around the globe](#)



# Innovation Day 2021 Ambassador

**Archi Marrapu**, Freshman, Thomas Jefferson High School for Science & Technology

This year we recognize **Ms. Archi Marrapu** as our **2021 Innovation Day Ambassador**. We selected her for her tireless dedication to STEM innovation, both in the design, development, and prototyping of new technologies, as well as for her tireless leadership in the area of STEM advocacy.

Innovate. Inspire. Advocate



**Archi** passionately engages in research at the intersection of medicine and computer science, working on projects that are integrated with human brain sensory system with Artificial Intelligence. Additionally, Archi created an AI based prosthetic arm using muscle sensors, that mimics the functionality of a healthy arm. Her research work was published after the 72nd International Conference of Science, Engineering, and Technology (ICSET), Washington D.C. As an eighth grader at Rachel Carson Middle School, she was a member of TSA (Technology Student Association) and received the presidential award for outstanding academic excellence for the year 2019.

Lastly, she is the Founder of **STEMifyGirls**, a 501C(3) nonprofit organization, she established to help close the gender gap in STEM fields and inclusion of diverse groups in STEM.



# Global Innovation Value

**Innovation Day 2021**

Innovation is at the forefront of leader's minds around the globe.. The following constructs help us to better understand the main drivers enabling us to innovate faster and further.

## Global Innovation Index



The Global Innovation Index (GII) takes the pulse of the most recent global innovation trends. It ranks the innovation ecosystem performance of economies around the globe each year while highlighting innovation strengths and weaknesses and particular gaps in innovation metrics..

## Innovation SDGs



The Sustainable Development Goals are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all". Innovation plays a significant role in each of them.

## ISO Innovation Management



Standards on innovation management will allow organizations to share their best practices in innovation management. This will facilitate collaboration and also develop the capability to innovate and to bring innovations successfully to market.

# Keynote Speakers

## Innovation Day 2021 (AM)

### Hari Abburi

#### Innovation's Agility Factor



As the new world value chain makes the old world value chain redundant, what are the new dimensions of innovation? In a world where agility will be the key differentiating factor to be at the speed of the customer, what are companies doing to drive agility in innovation? This talk will focus on key aspects of innovation and how agility as a principle reshapes our approach to innovation across industry sectors.

**Hari Abburi** is the Global Director For Caltech Executive Education and Managing Partner for The Preparation Company. He helps CEOs and Management teams change faster than the industry curve. His work focuses on agility for strategy, leadership and organization. Hari defines agility as being At The Speed Of The Customer. He brings over 26 years of global industry experience that spans 55+ countries. He is a frequent writer on Agility on Forbes and L.A. Biz. Journals and on Curiosity & Design on Fast Co.

### Teresa Jurgens-Kowal

#### Innovation Magic: Creativity in a Hybrid World



Creativity is the work of a lone genius. Creative answers appear like a flash of lightning. Creative work is reserved for artists. WRONG! All quality management professionals need creativity for innovation, troubleshooting, and supporting customers. Creative problem-solving relies on experimentation, learning, and process methods. Individuals and organizations can nurture creative work in traditional shared office spaces and in hybrid models with dispersed teams.

**Teresa Jurgens-Kowal** is passionate about innovation. She is an author, speaker, and trainer. Teresa founded Global NP Solutions in 2009 to help individuals and organizations learn, adopt, transform, and sustain innovation.

### Dr Bettina von Stamm

#### Innovation's new normal?



Our understanding of innovation has grown exponentially over the past decades – as has the scope of what we understand innovation to be. Using her Innovation Framework, which is centered on the areas where innovative companies do something different from their less innovative counterparts, Bettina will share insights from her 30-year journey into understanding and enabling innovation, and how leading practice in innovation management has changed over time. Will there be a new normal, post COVID?

**Bettina von Stamm** has been a visionary thinker and doer in the field of innovation for well over 25 years. Whether running leadership seminars and workshops or speaking at conferences, whether coaching, mentoring or teaching MBAs and executives, Bettina brings her contagious positive energy to bear to inspire, and open minds.

# Topic Speakers

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## Jane Keathley

### The Contribution of Networked Structures to an Innovative Culture

The innovation culture is often a situation of 'organized chaos' and leaders must provide the structures and resources that not only allow, but drive innovative thinking and actions. Things such as flat org structures, networking opportunities and tools, and reward and incentive programs that reinforce innovation behaviors allow individuals to feel comfortable in this environment. This session will explore structural models and how they contribute to a productive, innovative organization

**Jane Keathley, MS, PMP** was a founding member of the ASQ Innovation Technical Committee (TC) and currently serves on the ASQ Board of Directors representing the TC Council. Her career as a quality and innovation professional spans medical device software, clinical research, biopharma manufacturing, and diagnostic microbiology. Ms. Keathley has published and presented across multiple venues, focusing on quality and innovation. She coauthored Structuring Your Organization for Innovation and The Executive Guide to Innovation. She served as an Examiner for the Baldrige Program for Performance Excellence, and Director, Training Chair, and Examiner for the Virginia SPQA program. Jane holds degrees in Medical Microbiology (MS) and Medical Technology (BS), as well as a Project Management Professional certification.



## Sunil Kaushik

### Machine Assisted Innovation Framework

Sunil created an AI based innovation assistant that helps him generate hundreds of creative solutions for day-to-day business problems within seconds and how others can leverage it to solve complex problems.

**Sunil Kaushik** is a TEDx Speaker, Author of Business Innovation & Transformation using TRIZ, Innovator of 'Atheena' a generative AI, speaker at the ASQ World Quality Conference, Guest faculty in some of the Universities in Europe, ASQ's influential Voice of Quality, touring cyclist (travelled from Thailand to Portugal), and aspiring digital nomad obsessed with automating creativity. He has published numerous white papers and articles on TRIZ, innovation and project management with renowned journals, featured multiple times on ASQ TV, Quality Progress, Times of India, News Minute, The Hindu, Indian Express and other media.



## Kiran Mann

### Innovation Across the Workplace

Every business leader is dealing with one or more of challenges – retention of good employees, customer loyalty, market competitiveness and underlying profits and growth. How do you succeed in the world of accelerated constant change and market threats with workplace innovation? She talks about how to foster a culture of people-centered designs, gain skills and develop a growth mindset that will engage and motivate your people and fire up your organization..

**Ms. Kiran Mann** is a Business Consultant and President/Founder of M2M Business Solutions as well as a Business Growth Strategist, speaker and representative of award-winning Crestcom's Leadership skills development program.

# Topic Speakers

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## Bryan Mattimore

### Inventing Jobs That Don't Yet Exist... As a Vehicle for Attracting and Retaining Talent

How can today's most innovative organizations compete for – and ultimately succeed – in attracting and retaining the best talent? Beyond having a compelling vision, mission and values that make clear how the organization will “make the world a better place,” the organization must also champion creative contributions from all employees at all levels. This means accepting – and indeed encouraging – diversity at both the individual and team level..



**Bryan W. Mattimore** is Cofounder and “Chief Idea Guy” of the Growth Engine Company, a twenty-year old innovation and creativity training agency based in Westport. In his marketing consulting career, Bryan has managed over two hundred successful innovation projects, leading to over \$3 billion in new sales for one-third of the Fortune 100 companies. Bryan's three best-selling books on ideation and innovation process include Idea Stormers, How to Lead and Inspire Creative Breakthroughs and 21 Days to a Big Idea. A cum laude graduate of Dartmouth with a major in psychology, he is also an innovation and marketing instructor for Caltech

## Dr. Marc Sniukas

### The Art of Opportunity – How to design new growth businesses from within

Creating new growth businesses is the holy grail of corporate innovation. According to a recent McKinsey survey, it's a top priority for companies around the globe. But, executives don't think their organization has the skills to make it happen.



**Dr. Marc Sniukas** is a professor of management & innovation at the Luxembourg School of Business.. A passionate executive coach, advisor, speaker, and author, Marc has been working with leaders and executive teams, helping them to deliver new growth, innovation, and transformation since 2002. As the author of several books on strategy, business model innovation, and building new growth businesses, he is a sought after speaker and advisor on the topics of driving growth, transformation, and innovation through new ways of working.

## Teresa Spangler

### Breaking the Paradoxes to Innovate for Good

For more than 30 years, **Teresa Spangler** has been a driving force behind innovation and growth. Today, she wears multiple hats as a social entrepreneur, innovation expert, growth strategist, author and speaker. She is especially passionate about helping CEOs understand and value the role human capital plays in innovation, and the impact that innovation has on humanity; in our ever-increasing artificial/cyber world. Teresa shares her insights on these very topics



(and more) as a member of the Forbes Technology Council. She is the mastermind behind the GameDay Decisions Analytics Platform™, an integrated artificial intelligence and machine-learning platform as a service to “Simplify the Art and Science of Decision Making.”

# Topic Speakers

## Innovation Day 2021



### Andy Tilstra

#### Stop the Innovation Killing. How to Become the Innovation Champion Your Organization Needs

We all want innovation. Yet, research tells we often don't know how to make it happen. That's a big disconnect. If it's something we all want, shouldn't we be able to get it. The good news is we can. If we are willing to learn, unlearn and relearn.

**Andy Tilstra**, M.A. is the co-founder of Creativity Effect, is a collaborator, innovator, and experience designer.. Andy earned a master's degree in Social Sciences from the University of Chicago graduating. His thesis was The Power Dynamics of Public Space in Downtown Chicago.. A certified Design Thinking facilitator, Andy has lead innovation projects in private business, government and universities.



### Karen Tilstra

#### Stop the Innovation Killing. How to Become the Innovation Champion Your Organization Needs

In this session we'll demystify innovation through examples of our work in creating innovation spaces and lab in both large and small organizations. Participants will learn: (1) Why a narrow definition of innovation kills innovative practice and creative thinking; (2) Common reasons great leaders fail at innovation; (3) Simple ways innovation can thrive at three levels (top leaders, middle management, and the front line); (4) How an accessible Innovation lab can help any organization succeed

**Karen Tilstra** wants to live in a world that's free, work is fast, & chocolate is devoid of calories. She believes everyone is creative with leadership potential and if we'd all embrace this truth, the world would be a lot happier. Until that happens, she's committed to helping busy helping people develop their inner wellspring of creativity.



### Ciara Unger

#### Rethinking the Design of Team Development

Ciara Unger seeks to identify characteristics and behaviors that we see in team captains in sports that are applicable to the business world. Building on a foundation of the psychology of leadership dynamics,. She explores generational gaps between traditional and new age office environments, the invisible ideal of perfection, intrinsic motivation, one-on-one relationships, trust-building and more, challenging leaders to rethink how they define a team leader and the characteristics that are inherently required.

**Ciara Unger** is a New York City-based Author on Leadership, Certified Coach & Consultant, and Speaker. She has also been an Innovation Women Speaker, teacher of Marketing, and Forbes Contributor. Ciara earned a Bachelor's degree in Communication, Psychology and Writing from Purdue University and a Master's from Georgetown University in PR/Corporate Communications, as well as Professional Certifications from Wharton Business School and Harvard Law.

# Panel Presentation

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## Anthony Mills

Panel Lead



**Anthony Mills** is the Executive Director of Global Innovation Institute. Anthony is a globally sought-after thought leader on emerging markets, future shaping, proactive growth strategies, corporate innovation, open innovation, workplace experience, the future of work, entrepreneurship, product design, and design thinking. His work has had a deeply profound and lasting impact on organizations all over the world. He has helped these organizations to become the sorts of engaging, human workplaces that can't help but unleash breakthrough innovation.

Anthony is on a mission to help organizations all over the world become more purposeful, human, and innovative. This is not simply the 'innovation theater' of yesterday. Rather, it is the focused and intentional pursuit of breakthrough and transformative innovation – both in the organization itself (reinvention), and in the value it delivers to the world (renewal). For this reason, Anthony works with fully committed business leaders who are absolutely serious about being the undisputed leaders in their industries and markets – and who truly want to put a dent in the universe. Anthony's clients span North America, Europe, Asia, and the Middle East.

In addition to being the Executive Director of GInI, Anthony is also the Founder & CEO of the private consulting firm Legacy Innovation Group, and the author, co-author, contributor, or executive editor of multiple Innovation books and compendiums.

## Rebecca Mott

Panel Facilitator



**Rebecca Mott** is a core leader within the Tennessee Valley Authority in the Technical Training and Innovation areas. She is a champion for continuous improvement (Lean Six Sigma) and innovation with 26 years of utility experience. She enjoys using her analytical skills, business acumen, and strategic thinking to lead teams through change and transition. I live by the mottos "None of us is as smart as all of us together" and "You can always better your best." She is an #InclusiveLeader looking for opportunities to bring people together to solve problems. Rebecca is a Certified Scrum Manager with an Emphasis in Leadership and Team Building. Wherever she finds herself, she looks for opportunities to make the team and its work better by creating, connecting, and collaborating.

# Keynote Speakers



**Michael Graber**

## **Purposeful Transformation: A Call-to-Action for Businesses**

Given so many factors—the pandemic, impact investing, social and environmental equity and justice, consumers buying according to their values, people leaving the workforce in droves, a crisis in truth and meaning, the need for radical and total inclusion—the business world needs a reset. Therefore, we call on all businesses and large non-profits to make an epic pivot, a purposeful transformation—and revise how they create value in the world.

**Michael Graber** is the founder and managing partner of the Southern Growth Studio, an innovation, insights + strategy boutique in Memphis. Michael is a co-founder of the Memphis Innovation Bootcamp. Michael has years of experience working in the trenches advising more than 150 top companies and non-profits, including Cardinal Health, Arrow, Bayer Consumer Care, Fruit of the Loom, FedEx, ServiceMaster, Mars PetCare, Jack Nicklaus, Hunter Fan, Rheem, and others. He has written more than 400 articles for INC., Innovation Excellence, The Daily Memphian, and has published two books.



**Braden Kelley**

## **Transforming Operational Excellence into Innovation Excellence**

Many of the same principles that help us drive operational excellence can actually help us drive innovation excellence. We'll explore what is required for moving innovation from a project-based effort to a cornerstone of a company's operations. Innovation is no longer a mysterious, black box pursuit, but instead there is a growing roster of proven processes, tools, and methods that we can leverage to create Innovation Excellence.

**Braden Kelley** is an experienced innovation speaker and Customer Experience and Innovation Solution Director at HCL Technologies. He is the author of *Charting Change* and of *Stoking Your Innovation Bonfire*, the creator of the *Change Planning Toolkit™* and founder of *Human-Centered Change and Innovation*. Braden has been advising companies on how to increase their revenue and cut their costs since 1996. He writes and speaks frequently on the topics of continuous innovation, digital transformation, and organizational change. Braden earned his MBA from top-rated London Business School.



**Tammy Madsen**

## **Enabling Innovation and Ecosystem Growth**

Strategies and practices for building and growing platform-based ecosystems are becoming increasingly important in shaping and growing industries and markets. Value creation is no longer just about the knowledge your firm holds and the products or services it creates, but is embedded in an ecosystem of firms with complementary capabilities and resources and spanning multiple sectors. It is easy to say “use a platform model” or “grow the ecosystem” but how do you do it? The session will focus on the key strategic choices and governance practices associated with building and sustaining a productive ecosystem.

**Tammy L. Madsen** (PhD, UCLA) is the W.M. Keck Foundation Chair of Strategic Management and Innovation and a former Associate Dean of the Leavey School of Business, Santa Clara University. She teaches and consults in the areas of strategy, innovation, and business transformation. Tammy's research examines topics such as co-innovation in platform-based ecosystems, temporary advantage, industry dynamics following a shock, and growth under uncertainty. Her work has received various awards from the Strategic Management Division, Academy of Management (AOM), including the Glueck Best Paper Award.

# Meet the Authors

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## Susanne Althoff

**Launching While Female**

Launching While Female provides an incisive, well-researched, and clear view into the small and large obstacles for women in the entrepreneurial and venture-capital realms. A must-read for those seeking to understand how sexism continues to happen in business and how we might go about trying to change it.”

**Susanne Althoff** is the author of LAUNCHING WHILE FEMALE: Smashing the System That Holds Women Entrepreneurs Back. Based on more than 100 interviews with women and nonbinary entrepreneurs across the United States, the book exposes entrepreneurship’s gender gap and proposes ways to make the entrepreneurial space more inclusive and equitable and better promote innovation. Susanne is also an associate professor at Emerson College in Boston, where she teaches publishing management and innovation and serves as an adviser to student startups. Before she became a professor, she had a two-decade career as a magazine editor; her last post was editor of The Boston Globe Magazine.



## Margaret Johnson

**From SOS to WOW**

Do you find yourself repeating the Same Old Stuff (SOS) personally or professionally? It’s time to break the cycle and feel and be WOW (Well on the Way). Here is your guide to busting assumptions, unleashing creativity, and taking risks, so you can make the move. Margaret A Johnson, P.E. leads you on an adventure from SOS (Same Old Stuff) to WOW! (Well On the Way) to where you want to be. WOW! Watch Out World! Here you come. Ready? Set? Let’s GO!

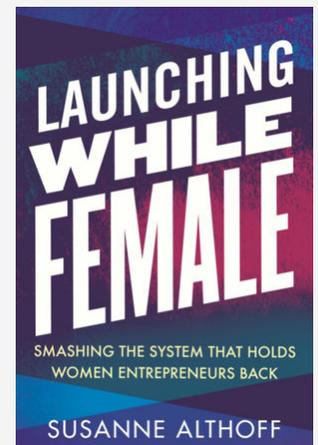
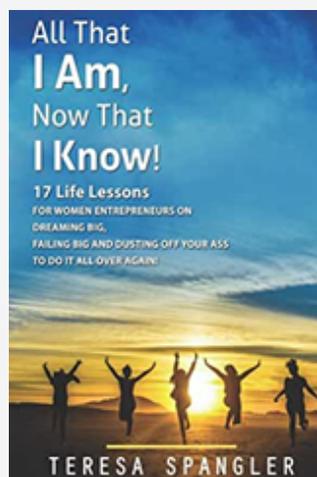
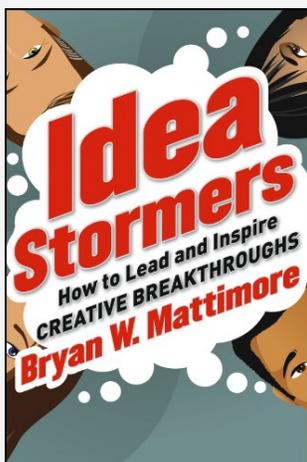
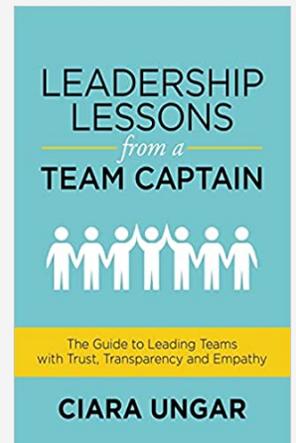
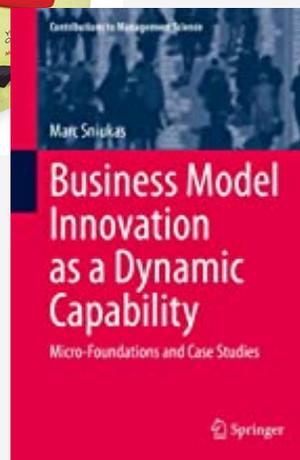
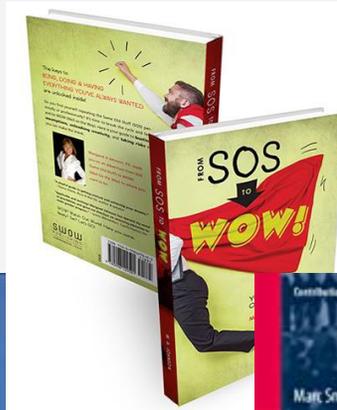
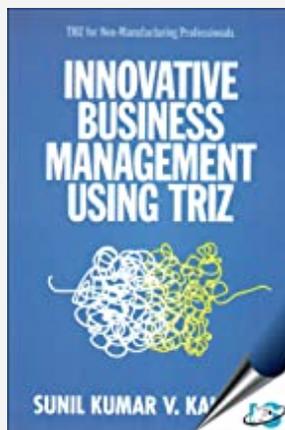
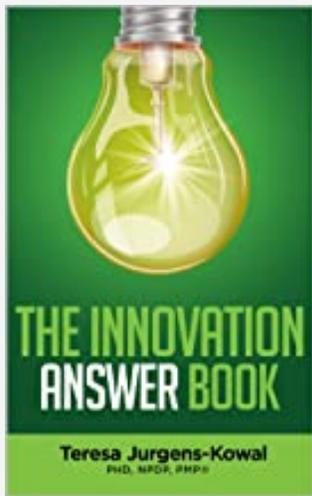
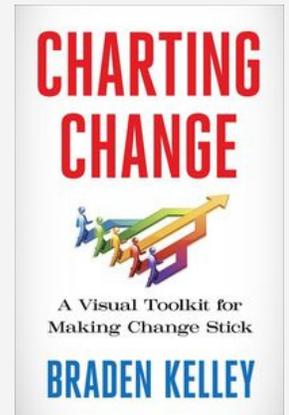
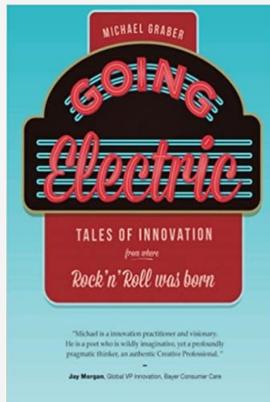
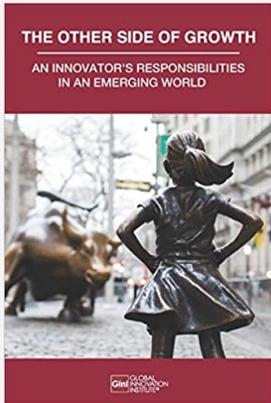
**Margaret A Johnson**, PE, MBA, PCC utilizes her Bachelor of Science in Mechanical Engineering (Michigan State University), MBA (University of Houston – Clear Lake), professional engineering license and ICF (International Coach Federation) corporate coaching credentials to inspire people and organizations to move from S.O.S. (Same Old Stuff) to W.O.W.! (Well On the Way) to where they want to be. Her experience in the energy industry includes – performing engineering analyses, managing technical and non-technical personnel, selling mechanical services and marketing O&M services to energy executives.

As President of Ideal Training, Inc she trains and coaches professionals with a mission to unleash creativity, ignite ideas and remove barriers to success. She partners with clients to remove barriers to their success – including limiting beliefs. She applies creativity and encourages risk taking to assist clients in solving problems and opening doors, and to keep her classes engaging.

She is a published author (From SOS to WOW! Your Personal Coaching Adventure) and keynote speaker on topics including Busting Assumptions, Curing INFObesity, Leadership, Creativity and Risk Taking.

# Our Speakers Are Prolific Writers Too

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# Acknowledgements

## Innovation Day 2021

We thank you each and every one of our champions, advocates, and community supporters for making this event possible.



- Innovation Body of Knowledge
- Innovation Educational Series
- Innovation Webinars
- Innovation Round Tables
- Innovation SPARK Sessions
- Innovation in Action Series
- Innovation Special Events

“Innovation is seeing what everybody has seen and thinking what nobody has thought.”

– Dr. Albert Szent-Györgyi

### Contact

**Dr. Rhonda Farrell**

**ASQ Innovation TC, Chair (2021)**

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Our [myASQ Community](#) & Our SQUAD

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