

The Creative Leadership Forum in association with AMP Australia, Deloitte, the Leadership Consortium and the Powerhouse Museum presents

SERIOUS PLAY

HOW TO STIMULATE YOUR ORGANIZATION TO INNOVATE...

A unique international Master Class designed around immersive action learning that allows you to explore how the innovation process can work dynamically in your organization

"Behaviour - not knowledge, not insight...drives innovation..."
Michael Schrage, Author, Serious Play

LED BY

MICHAEL SCHRAGE

Co-Director, MIT Media Lab E-Marketing Initiative
and MIT Sloan School of Management
Author "Serious Play" and "Shared Minds"
Contributor, WIRED, Financial Times

WITH

RALPH KERLE

Chief Executive Officer
The Creative Leadership
Forum, Asia-Pacific

**Limited Spaces Available
Sydney One Day Only
June 26 2007**

**The Board Room
The Powerhouse Museum
500 Harris Street
Ultimo Sydney**



SERIOUS PLAY

An Overview

This one day international Master Class, designed by Michael Schrage and Ralph Kerle, CEO, the Creative Leadership Forum, exclusively for the Creative Leadership Forum, explores the notion that it is behaviour, not insight or knowledge that drives innovation.

The conventional wisdom is that ideas or ideation produces innovation. Not so argues Schrage!! Ideation only produces representations of ideas.

True innovation is experienced in the serious play between the innovator and their audience - their clients, their suppliers, their markets.

To facilitate this serious play, Schrage demonstrates that the development and design of innovative prototypes is vital. It is in the design of these innovative prototypes that innovative teams are created, collaboration skills are honed and a real understanding of innovation with all its inherent challenges is experienced and learnt.

Schrage writes "Any tools, technologies, techniques or toys that let people improve how they play seriously with

uncertainty is guaranteed to improve the quality of innovation. The ability to be able to align those improvements cost-effectively with the needs of customers, clients, and markets dramatically boosts the odds for competitive success."

This Master Class will explain the process of innovative prototyping and, through action learning, explore the behaviours that enable organisations to minimize innovation risks whilst creating real financial and economic value.

Who should attend?

C+ Executives, Senior Managers in Innovation, Design, Strategy, Strategic Thinking, Marketing, Sales, Customer Service and Cultural Change.

If it is your responsibility to build innovation, creativity and leading-edge thinking in your organisation, then the Master Class will deliver an exciting new perspective on individual and organisational inventiveness.

Price A\$1150 plus GST

Outcomes

- Experience how to create "shared spaces" for serious play that will provide you and your organization with media and models for transforming your innovation culture
- Learn how to work collaboratively, creatively and effectively both individually and within teams to implement innovation

Recommended

Each organization brings a minimum of two delegates so you can begin a knowledgeable dialogue on innovation prototyping within your organization with your associates on return to the work place.



The Program

8.30am

How Do We Innovate?

Ralph Kerle

Innovation in organizations comes from many directions and in many ways. What are our participants' experiences of successful innovation? How has it affected them personally? Using a visualisation process, you explore the experience of innovation and innovation prototyping.

10.00am

Innovative Prototyping - Strategic Modeling as a Medium for Cost- Effective Innovation

Michael Schrage

How do the world's best companies simulate to innovate?

Using international case studies, we will discuss

- the concept of prototyping, modeling and simulations as the essential media to manage innovative behavior and turning uncertainties into manageable risks.
- how to cost effectively use models, prototypes and simulations to drive innovation initiatives.

We will review key elements for successful prototyping including how to:

- recognize and exploit the unanticipated value of prototypes
- determine the economics of prototyping and its effect on organizational culture
- understand the trade-offs between modeling with too much detail versus oversimplification
- measure prototyping paybacks: mean-time-to-payback
- avoid mismanagement of prototyping - know when the costs outweigh the benefits.

10.30am

Morning Tea

10.50am

Experimenting With Prototypes/Prototyping Experiments

Michael Schrage

This workshop-style session will take a hands-on approach to the actual design and implementation of 'innovation experiments' that align the strategic aspirations of participant firms with the concepts and frameworks presented in the session.

This is a laboratory session build around the questions and concerns of the participants. The group will improvise the experiments, models and prototypes around organisational and corporate challenges proffered by the attendees.

12.30 - 1.15pm

Lunch

1.15am

How do you behave when you work innovatively and how do you recognize those behaviors?

Ralph Kerle

How do we think and reflect when we are working with prototypes? What are the processes that open us up to being creative in this context, how do we recognise them and act on them? How can we communicate them in meaningful and effective ways to our audience - our clients and associates - to provide us with outcomes? In this 90 minute session, you will use FourSight, a creative assessment thinking tool designed by the International Centre for Studies in Creativity, State University of New York to establish an understanding of your behavioural preferences in the innovation process and then explore with your fellow delegates how your behavioural preferences influence your effectiveness, relationships and bottom-line results when prototyping

2.45pm

Afternoon Tea

3.00pm

Experience Serious Play as Innovation.

Ralph Kerle

Michael Schrage proposes that it is in the process of creating an innovative prototype that real innovation occurs. It is where the unexpected manifests itself, where new possibilities and opportunities emerge and practical outcomes are achieved.

The aim of this session is to tap into other means of expression rather than rational or theoretical analysis in which to explore and experience serious play as innovation prototyping.

Using clean clay, you will experience how prototypes of any sort for any product or service can be modelled and explore and reflect on the dynamics of the dialogues that occurred during its construction.

5.00pm

360 Reflection and Outcome Session

A facilitated discussion involving presenters and delegates, explores and identifies the themes that have emerged and their application for serious play in innovation and prototyping

To close, you will be introduced to the creative writing process that will enable you to reflect on the working of the master class and how you might apply your understandings in your work place.

6.00pm

Drinks and dialogue...

7.00pm

Close



Michael Schrage

MIT Media Lab and MIT Sloan School
Author Serious Play



Michael Schrage is one of the world's leading advisors to organizations committed to cost effectively using models, prototypes and simulations to drive their innovation initiatives. His work on implementing strategic and just-in-time experimentation is at the core of several corporate transformation efforts. His insights on "hyperinnovation" and "iterative capital" are redefining how many companies are investing in both their supply chains and their customers. Schrage is a co-director at the MIT Media Lab's eMarkets Initiative where he writes, consults and collaborates in the design and deployment of digital innovations in networked marketplaces. In 2000, Schrage authored, Serious Play: How the World's Best Companies Simulate to Innovate, where he explores the economics and ethology of prototyping and design. He previously authored Shared Minds: The New Technologies of Collaboration - the first book to explore both the tools and the dynamics of successful collaboration in business, science and the arts. His 1993 Design Management Journal contribution "The Culture(s) of Prototyping" was awarded the magazine's Doblin Prize for best article. He is columnist for Fortune Magazine and his writings have appeared in the Harvard Business Review, Wall Street Journal, fast company, Wired, red Herring, Forbes ASAP, Esquire, and many other publications. Schrage is a Merrill Lynch Forum Innovation Fellow and serves as the executive director of its Innovation Grants Competition. He is co-creator of the Rockefeller Foundation's Science for Development Prize and co-inventor of PF Magic's (now Mattel's) best-selling line of Catz and Dogz virtual pets. His clients have included Deutsche Bank, Google, Fujitsu, General Motors, Microsoft, Accenture, Mars, IDEO, TASC, Merrill Lynch, McKinsey & Co., Mastercard, Procter & Gamble and eRoom Technologies

Ralph Kerle,

CEO, the Creative Leadership Forum,
Creative Strategist



Ralph Kerle, CEO of the Creative Leadership Forum, a not-for-profit entity dedicated to advancing the practice of leadership and management by designing and delivering creative thinking tools and arts based processes and programmes. He is a Board Member and a member of the International Committee of the US Creative Education Foundation, a Leader in the US Creative Problem Solving Institute and a Fellow of the US-based think tank, the Center for Cultural Studies & Analysis. He is faculty adjunct at the Banff Centre of the Arts, Banff, Canada as an Innovation Coach in their Leadership Development Programme and an International Thought Leader in their Leadership Learning Lab. In 1992, he founded Eventures Australia Pty. Ltd and built into one of Australia's leading event design and production companies. As Creative Director, he worked for such Fortune 500 companies as Caltex, Fosters, Dairy Farmers, Foxtel, General Motors, Hewlett Packard, Kraft Foods, Nestle, Rolls Royce, Peugeot, Toyota, Telstra, Walt Disney, and Yellow Pages. He is a drama graduate of the Victorian College of the Arts, Melbourne Australia and former Associate Director of the Sydney Theatre Company. He holds a Masters in Creative Industries and is currently completing his Professional Doctorate in Creative Industries at Queensland University of Technology, Creative Industries Faculty, Brisbane Australia. He is a writer, theatre and events producer and director, a former owner of a comedy cabaret and photographer.



Four Easy Ways to Register

SERIOUS PLAY Tuesday 26 June 2007

The Board Room, The Powerhouse Museum, 500 Harris Street, Prymont, Sydney

BOOK NOW TO RESERVE YOUR PLACE

THE BOOKING FORM

1. Mail: The Creative Leadership Forum
100 Mowbray Road Willoughby NSW 2068 Australia

2. Telephone: + 612 8003 5027

3. Online: www.thecreativeleadershipforum.com

4. Email: event@thecreativeleadershipforum.com

Method of payment

Payment is required 14 days prior to the event

Registration Summary

Number of Delegates:

Venue: The Powerhouse Museum Sydney

Price: \$1150 (Plus GST)

Total Price: (including GST)

Costs include all sessions accommodation and meals

Registration Details

1. I enclose a cheque for \$
made payable to **Eventures (Australia) Pty. Ltd**

2. Please debit my:
Mastercard / Visa / Bankcard (please circle)

For the amount of \$

Expiry date:

Card No:

Cardholders Name:

Signature:

Approving Manager:

Position:

Signature:

Booking contact:

Telephone: ()

Facsimile: ()

Delegate One

Mr/Ms/Mrs/Dr:

Position:

State:

Postcode:

Tel: ()

Fax: ()

E-mail:

Delegate Two

Mr/Ms/Mrs/Dr:

Position:

State:

Postcode:

Tel: ()

Fax: ()

E-mail:

Delegate Three

Mr/Ms/Mrs/Dr:

Position:

State:

Postcode:

Tel: ()

Fax: ()

E-mail:

TAX INVOICE

The Creative Leadership Forum

Trading as Eventures (Australia) Pty. Ltd

ABN 38 066 233 749

On completion of this form it becomes a tax receipt for your records

Cancellation Policy

If you wish to withdraw from the seminar, you will receive a 75% refund, provided written notification of your withdrawal is received no later than ten days before seminar commencement. No refund will be made after this date. Alternatively, you may nominate a substitute at no extra charge. Please notify with participant's details as early as possible. Eventures reserves the right to cancel the program. In the case of cancellation, fees paid will be fully refunded.

