ASQ Innovation Conference
Toronto, Ontario, Canada
September 19 – 21, 2014

CONFERENCE PROGRAM
Toronto, Ontario, Canada
International Plaza Hotel
655 Dixon Road
Toronto Airport Ontario M9W 1J3, Canada
ASQ Innovation Conference

Opening Reception
Friday, September 19, 6:00 p.m.
Mississauga Room

Main Conference
Saturday, September 20, 8:00 a.m. – 4:45 p.m.

Conference Workshop
Sunday, September 21, 9:00 a.m. – Noon

Innovation is today where quality management was 25 years ago. Great ideas and useful approaches are not always well publicized and do not always engage all of your people. Innovation can also mean different things to different people.

To be successful, innovation—like quality—needs to engage everyone. To develop the Innovation Body of Knowledge, the Innovation Interest Group is tapping a wide range of innovation thought leaders and practice leaders to find what works well, how success has been generated, and how successful approaches can be employed more widely. Not every method will work well for everybody, but there will be tools and techniques that you can use in your own work environment.

Featuring an Excellent Slate of Speakers Offering an Exciting Range of Innovation Topics on:

- Culture
- Managing Innovation
- Process
- Quality to Innovation Pathway
- Stats and Innovation
- Innovation in an Established Organization

Conference Rates
- Early-Bird (up to August 15): $199.00
- Full Conference (three days): $250.00

Included With the Conference Registration
- Friday, September 19: an evening reception hosted by the Toronto Section
- Sunday, September 21: a morning workshop

Register at
asq.org/innovation-group/About/innovation-conference

Special Conference Hotel Room Rate: $109.00/night
A special block is reserved until three weeks prior to the conference.
Offer expires August 20.
Reserve your room at: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventId=11631020
Go to asq.org/innovation-group for more details.
# Conference Schedule

## Saturday, September 20

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>Opening Keynote</td>
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<tr>
<td>9:00 a.m. – 9:15 a.m.</td>
<td>Break</td>
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<tr>
<td>9:15 a.m. – 10:10 a.m.</td>
<td>Jane Keathley</td>
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<td>Nicole Radziwill</td>
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<td></td>
<td>Dave Verduyn</td>
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<td>10:15 a.m. – 11:10 a.m.</td>
<td>Kevin Posey</td>
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<td>Jessica Weisz</td>
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<td>Aizad Ahmad</td>
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<td>11:15 a.m. – 12:10 p.m.</td>
<td>Dr. Michael Mladjenovic</td>
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<td>Cheryl Tulkoff</td>
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<td></td>
<td>Saeedeh Ketabi</td>
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<tr>
<td>12:15 p.m. – 1:30 p.m.</td>
<td>Lunch</td>
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<td>1:30 p.m. – 2:25 p.m.</td>
<td>Dr. Kymm Hockman</td>
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<td></td>
<td>Ian Meggarrey</td>
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<td></td>
<td>Bo Yang and Veronica Gonzalez</td>
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<tr>
<td>2:30 p.m. – 3:25 p.m.</td>
<td>Kateri Brunell</td>
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<td>David Foster</td>
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<td>Michael Stanleigh</td>
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<td>3:25 p.m. – 3:40 p.m.</td>
<td>Break</td>
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<tr>
<td>3:40 p.m. – 4:35 p.m.</td>
<td>Mehrdad Rahmati</td>
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<td></td>
<td>Vincent Miller</td>
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## Sunday, September 21

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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>9:00 a.m. – Noon</td>
<td>Innovation Workshop: Never Stop Innovating</td>
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**ASQ INNOVATION CONFERENCE**
Opening Keynote Speaker: Mike Docherty

Growth Through Collaborative Innovation

**Speaker Bio:** Mike Docherty is a leading innovation expert with experience from senior-level corporate leadership, consulting, startups, and venture capital. He has managed several venture-backed startups, including Third Screen Marketplace, a Cincinnati, OH-based mobile technology innovation network. Docherty was also president of Spencer Trask, the venture capital firm behind leading collaborative innovation platforms including InnoCentive, inno360, and others. In his corporate career, Docherty was a SVP/GM for Sunbeam in its successful turnaround, and prior to that held executive positions with Ford and GE.

What used to be called innovation is now what it takes just to stay in the game, let alone grow. Mike Docherty has a clear vision about how companies—large and small—can succeed and grow through collaborative innovation and entrepreneurial approaches. To protect and grow the core, he shares practical insights and examples of next-generation approaches to open innovation—moving beyond transactional approaches to creating relationship-based networks for recurring collaboration. But it’s the more transformative innovation where companies struggle most. Docherty will tell us how the smartest established companies are learning to partner in new ways with entrepreneurs and startups to actually co-create and incubate new business models and new sources of growth.
<table>
<thead>
<tr>
<th>Speaker</th>
<th>Topic</th>
<th>Summary</th>
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<tbody>
<tr>
<td>Jane Keathley</td>
<td>Ongoing Success in Innovation</td>
<td>As difficult as it can be to establish a culture of innovation, making sure that the innovation culture continues to be successful and doesn’t “backslide” may be even more challenging. This presentation will examine role-model organizations to learn how to keep your innovation program thriving over time. Focus Area: Culture</td>
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<td>Nicole Radziwill</td>
<td>Extreme Innovation: Practical Lessons From Burning Man</td>
<td>The Burning Man event brings approximately 70,000 people together each August in the desert of Nevada—a harsh and austere environment nearly void of infrastructure. Its participants create Black Rock City, an experimental community and hub of technology-infused art; then they dismantle the city one week later, leaving no trace whatsoever. The philosophy of Burning Man embodies, at its core, the values of social responsibility, co-creation of value, and new models for learning. This presentation will share pictures and stories from Burning Man 2014, along with practical lessons that can be used to stimulate creativity and innovation in more traditional environments. Focus Area: Innovation Culture</td>
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<td>Dave Verduyn</td>
<td>Why Didn’t I Think of That?</td>
<td>This dynamic and interactive presentation will increase your innovation IQ no matter who you are or what industry you are in. It’s all about the how-tos of inventive thinking and innovation. Learn to walk the walk, not just talk the talk. Learn an effective process that includes a set of right- and left-brained tools for idea generation and problem solving. Walk away with at least three new skills you can use immediately to create new value for your customers. Learn to solve tough technical problems by using new lenses to challenge your assumptions and see things in new ways. Focus Area: Process, Set of Practical Tools Anyone Can Use</td>
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## Conference Sessions

**10:15 a.m. – 11:10 a.m.**

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<td><strong>Strategic Innovation Assessment: Is Your Company Ready?</strong>&lt;br&gt;To understand where a firm stands with innovation planning and an innovation management system (much like a quality management system), we must assess the firm’s creative abilities and strategic innovation skills. Information from a real company based on the author’s own experience will be used for demonstration and discussion.&lt;br&gt;&lt;br&gt;<strong>Focus Areas:</strong> Tools, Strategy</td>
<td><strong>How to Run a Successful Innovation Program</strong>&lt;br&gt;Lewis Platt, former CEO of HP once said, “If only HP knew what HP knows, we’d be three times more productive.” In this quote, he perfectly identified that employees, particularly those who interact with customers or work in core operations, have the best ideas on how to improve productivity, processes, and overall business performance.&lt;br&gt;&lt;br&gt;Learn why continuous innovation is critical for businesses today and the value of engaging employees in the process. Discover the recipe for how to successfully run an innovation program and how to get started in your organization.&lt;br&gt;&lt;br&gt;<strong>Focus Areas:</strong> Culture, Employee Engagement, Continuous Innovation</td>
<td><strong>Six Sigma Tools in New Product Development</strong>&lt;br&gt;Six Sigma tools can be used in the food industry for new product development in order to streamline the process, ensure the product meets customer needs, and reduce production trial costs. A standard new product development process flowchart and value stream map for a mango orange juice product will be developed. Tools such as ANOVA, chi square, t-test, and factorial design will be used.&lt;br&gt;&lt;br&gt;<strong>Focus Areas:</strong> Statistics, Innovation</td>
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Dr. Michael Mladjenovic
• Building Your Personal Innovation Capability

In today’s rapidly changing, complex, and global environment, the ability to innovate and implement innovations faster and more profitably than competitors is a matter of survival and sustained success. One of the key drivers of an organization’s innovation capability is employee innovation and creativity competence that becomes a critical employability factor in today’s market. This session will highlight key characteristics of individual innovative capability and present some of the ways it can be further improved.

Focus Areas: Innovation Management, Personal Innovation Capability

Cheryl Tulkoff
• The Innovation Commercialization Process: A Case Study

When people think of innovation, they frequently think of the “big idea” (or product) while overlooking the fact that innovation is really a process. They think of innovation solely in the creative sense rather than considering the importance or even existence of an innovation methodology. Countless examples exist of good inventions that never succeeded in the marketplace or failed to live up to expectations while lesser ones thrived. Many of these failures could have been eliminated through use of an innovation commercialization process. This paper describes this process and demonstrates its application through a case study.

Focus Areas: Strategy, Tools, Education, Commercialization, Innovation Process

Saeedeh Ketabi
• Performance Evaluation of Innovation Projects Using MCDM

This talk presents a quantitative evaluation of innovation projects. At first, a hierarchy of the factors associated with the process or product innovation has been developed. Then an integrated Fuzzy-TOPSIS with Fuzzy-AHP is proposed to measure innovation performance in which the complexity and uncertainty of innovation indicators are considered.

Focus Area: Managing Innovation
Dr. Kym Hockman
• The Pivotal Point for Innovation: The Value Proposition

Successful innovations come from that place where technical excellence meets a key market need. How do we translate voice of the customer (VoC) to a compelling value proposition, defining the design goals for an innovation? Among the examples presented will be the current work on defining the needs for a new ASQ Innovation Division. The customer survey data (to date) will be translated into a draft value proposition for the new division.

Focus Areas: Strategy, Tools

Ian Meggarrey
• I-CHAT (Innovation Communication Has Advantage Tendencies)

People like to talk about innovation. However, they rarely talk about how to talk through innovation. Communication—both within your organization and with your customers—is essential to successful innovation. How much do your employees know about how innovation works in your organization? Do they know how to bring an idea forward? What about your managers? Do they know how to help their employees promote their ideas and what incentives they have to support their employees? How about your customers? Do you talk to them about what your organization is doing? More importantly, do you talk to them about what they are doing? Stop by and let’s chat!

Focus Area: Communication

Bo Yang and Veronica Gonzalez
• Wrap AMRS Around Your Quality Data

Key quality data are stored in multiple data systems. It could take weeks or even months to manually collect key quality data from disparate data systems. The lack of robust early signal detection could prevent the organization from identifying and responding to issues before they become larger in scope and impact. This presentation will introduce an innovative approach to better enable early signal detection—providing more predictive modeling and the ability to trend from leading indications. This approach will remove the data silos with variations of categorizations and terminologies among different data streams—allowing the primary focus to be on analyzing the trend rather than data pulling and cleanup.

Focus Area: Tools
2:30 p.m. – 3:25 p.m.

**Kateri Brunell**
- **What Is World-Class Innovation Management?**

In many organizations, innovation is rapidly becoming a core strategic activity led by a senior executive and involving many parts of the organization. Innovation as continuous value creation is the CEO’s view. This presentation will present innovation through the frame of value creation, arguing for the importance of an organizationwide, structured approach to continual growth and prosperity, i.e., an innovation management (IM) system. The discussion will also introduce a new standard for innovation management systems. Attendees will be provided with a description of the IM standard’s six elements, with examples for each drawn from practices in leading corporate innovators.

**Focus Area:** Enterprisewide Innovation (Systems/Standards)

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**David Foster**
- **Experiences Deploying an Innovation Program**

Most agree that the ability to provide innovative products and services to customers is a market differentiator. Easily said, but more difficult to actually achieve. How do you create a culture of innovation? How do you deploy an innovation program? This presentation reviews the real-world experience of implementing an innovation program within a corporate real estate team. It starts with the identification of the need, obtaining executive buy-in, resourcing, implementation, outcomes, and lessons learned. Attendees will benefit from these experiences as they deploy and deliver their own programs.

**Focus Area:** Innovation

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**Michael Stanleigh**
- **Creating an Innovation Center of Excellence**

Most organizations understand the critical importance of innovation today and their employees want to contribute to their organization’s innovation mandate. The Conference Board of Canada’s latest research indicates that most leaders believe in innovation but they don’t do anything about it. What’s missing is a strategy for innovation, the development of a culture that supports innovation, and a process that ensures all employee ideas will help drive innovation. Quality professionals are often influential in helping their organizations realize their vision for innovation. Let me show you how to create this innovation centre of excellence. You’ll leave with the tools, processes, and techniques to start your journey of innovation.

**Focus Areas:** Manufacturing Process Expansion, Lean Six Sigma Application
Mehrdad Rahmati  
• Innovation Management and Innovative Projects

While innovation related to discovery of a new idea resulting in new products and services tends to receive the most attention, innovation focused on existing products or services should not be overlooked. Small improvements on existing products may deliver big returns. Introducing new products and services are exciting in some circumstances, but it might be wise to just leave the product alone. Discover the four key components of innovation: creativity, strategy, implementation, and profitability. Innovation activities such as efficiency (improving what already exists), evolution (distinctly new and better), and revolution (radically new and better) will also be described in details.

Focus Areas: Innovation Management, Open Innovation

Vincent Miller  
• The Practice of Innovation

Culture is the most fundamental determinant of an organization’s ability to embrace change and innovate. This session introduces the creativity transformation model, innovation, entrepreneurship, practice, and principles to evaluate and set in place the conditions to manage innovation and improve creativity. Discuss entrepreneurial cultures, organizational structure, and systems as foundations underpinning corporate innovation in a way to make it more discrete, focused, and create a deeper understanding for practical application and results.

Focus Area: Culture
Sunday Workshop Speaker: Peter Merrill

**Never Stop Innovating**

9:00 a.m. – Noon

Many companies think that when they hit a home run, it’s “game over.” Great names like BlackBerry have run into serious trouble. Google has dropped its “day a week” of creativity and wild thinking. Peter Senge found few companies last more than 40 years and 80 percent die in two years. See how innovation is a cycle and what you must do to maintain the passion and success of the early years when the business started with that “great idea.” You need to grow and maintain the optimum-size organization. This workshop will give you the essential tools and strategy to build the sustainable and innovative organization.

3rd Annual Innovation Conference
Charlottesville, VA • September 2015
Hosted by the Blue Ridge Section 1108