



KM India
Knowledge Management India



Confederation of Indian Industry



Workshop on

The Innovation SuperHighway:

How to Manage,

Measure and Profit from It

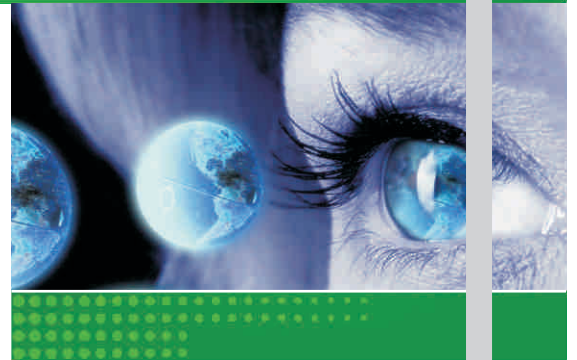
Knowledge-Based Economy

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Knowledge Innovation Zone

Knowledge Innovation Zone



January 21 – 22, 2008
Hotel Grand Ashok, Bangalore

Limited vacancies. Register early to guarantee your seats.



Overview

Leadership in the Knowledge Economy is different from the industrial or even information economies. It is an economy in which the innovation capacity of every human being, enterprise and nation is fully engaged. It is an economy in which culture and heritage are respected, commonalities are more important than differences, and aspirations can be shared across boundaries. It is an economy that requires a fundamental new mindset and common language to harness the capabilities of a global, networked world. Success begins with a calibration of current state, articulation of future state and the gap analysis of initiatives to guarantee leadership positioning. Ideally, it connected other initiatives in ways that harness the intellectual capital and intangible assets of the enterprise in ways that are cost effective, efficient and result in impact.

Knowledge is an inexhaustible resource. Therefore, we can create a knowledge economy based upon abundance, not scarcity. Further, every person, enterprise and culture is unique, poised to make a distinctive contribution to the Knowledge Economy. There are three Laws of Knowledge Dynamics for managing intangible and intellectual value:

- Knowledge multiplies when shared; the more it is shared, the more it grows.
- Innovation value is created when knowledge moves from origin to of highest need.
- Innovation value is created when knowledge moves from point of origin to the point of highest need.

While not always explicitly recognized, these Laws drive and govern the foundation of efforts to achieve stakeholder sustainability and prosperity.

Knowledge is valuable; but knowledge operationalized is more valuable. Innovation is the heartbeat of knowledge flow. Innovation is how value is created from the creation and application of new and reused ideas. Innovation is where inspiration and action meet to create value. There are three ENTOVATION definitions that will provide a grounding of understanding discussions:

Knowledge-Based Economy: an economy where organizations and people innovate knowledge -- existing and new -- more effectively to enhance economic growth and collaboration.

Knowledge Innovation®: The creation, evolution, exchange and application of new ideas into marketable goods and services for the success of an enterprise, the vitality of a nation's economy, and the advancement of society.

Knowledge Innovation Zone: A geographic region, product/service/industry segment or community of practice in which knowledge flows from the point of origin to the point of need or opportunity to improve economic performance and socio-political well-being.

A zone of innovation can be any type of enterprise - profit or not-for profit. It can be defined as a company, a sector, a geographic region or virtual community and can include stakeholders – depending upon the intended scope of reach. The notion of knowledge innovation enlivens the interrelated approach for transformative and enterprising business development guided by the P7 method.

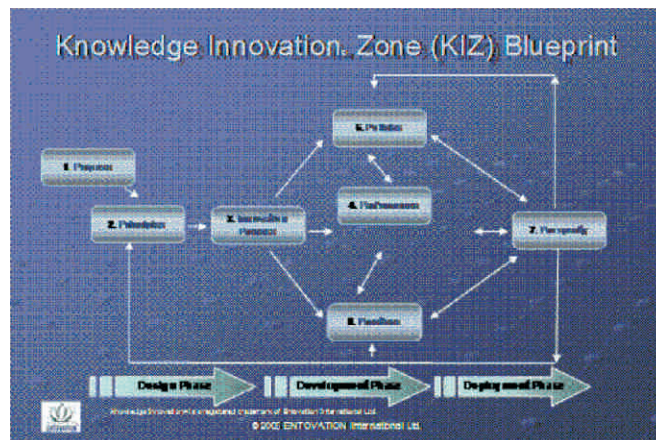
The Value Proposition



1. **Study** new and real-world case studies.
2. **Access** cutting-edge knowledge and thinking.
3. **Recognize** a multi-billion dollar new opportunity frontier.
4. **Apply** powerful and original frameworks, tools and metrics.
5. **Design** strategies collaboratively with your market space.
6. **Accelerate** successful incubation of new economy small businesses.
7. **Customize** knowledge solutions to shape the agenda to ensure that your issues, needs, and priorities, are specifically addressed.
8. **Inspire** with your interactions and exchanges about the bright knowledge innovation future, which we now have every opportunity to unleash and *innovate our future...together!*

The Learning Path

The P⁷ Blueprint offers the creation of an integrated perspective of their Knowledge Innovation® strategy system - from idea-creation through conversion and ultimate commercialization including actionable initiatives for meeting and setting world class standards.



The Learning Path

- P¹ - Purpose:** Develop an understanding of the Knowledge Economy (KE) and its relevance.
- P² - Principles:** Examine the relevance of the KE principles, architectural considerations and options for action-based strategies.
- P³ - Process:** Perform an analysis of the enterprise and create an integrated knowledge innovation strategy (KIS).
- P⁴ - Performance:** Gain an understanding of which drivers and influencers are relevant for the designed strategy.
- P⁵ - Policies:** Evaluate existing governance policies and suggest revisions to support the knowledge innovation strategy.
- P⁶ - Practices:** Establish mechanisms for bench-learning (i.e., learn from the best).management tools and



Benefits:

The executive dialogue about the integral elements of the innovation process will result in:

- a new triangulated lens to view the dynamics of the Knowledge-Based Economy, Society and Infrastructure;
- a process to measure current competence against 'world-class' standards for success and generate initiatives to harness the financial and intangible value of the enterprise;
- exploration of the implications of the emerging trends, principles, performance measures, policies and modern managerial practices;
- a synergy of shared purpose among a variety of managerial experts across multiple functions, sectors, industries and/or geographies; and
- leveraged investments in market research, organizational transformation, advertising and the use of computer/communications technology.

Logistics:

Participants:

Executives from industry, government or academia who are seeking to explore strategies in the Knowledge Economy.

Dates:

January 21, 2008 | 0930 – 1730 hrs and January 22, 2008 | 0930 to 1300 hrs

Seminar Location:

Hotel Grand Ashok, Bangalore

Registration: / Delegate Fee

	Category	
Non – Members	CII Members/ K- Community / Attendees of KM India 2007	Academia
(A)	(B)	(C)
Rs. 12000	Rs. 10000	Rs 5000

(please refer to the attached registration form for further details)

Background Material:

Attendees can prepare ahead by reading any of the following books or articles by Debra Amidon:

[Innovation Strategy for the Knowledge Economy: the Ken Awakening](#)

[The Innovation SuperHighway](#)

[Knowledge Economics: Principles, Practices and Policies](#)

Select articles, such as 'In the Zone', 'Power of Innovation Capital', 'Innovation: What Every CEO Should Know', 'The Triple Knowledge Lens', and 'Customer Innovation', among others.

Websites: www.entovation.com and www.inthekzone.com

Contact:

Mansi Sharma

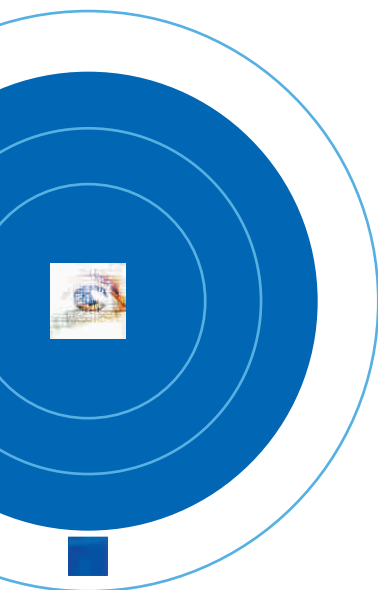
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DEBRA M. AMIDON

DEBRA M. AMIDON is the Chairman and CEO of ENTOVATION International, Ltd. (Wilmington, Massachusetts USA) - a global innovation research and consulting network linking 90 countries throughout the world. Her Network has evolved into the internationally recognized ENTOVATION 100 of Global Leadership and The ENTOVATION Group – 160 from 62 countries. Many of her clients include industry leaders, such as American Express, Novo Nordisk, BP, DuPont and Siemens.

Considered an architect of the Knowledge Economy, she first introduced the concept of 'intellectual capital' in 1987 – 20 years ago. Her own specialties include knowledge strategy, e-learning networks, customer innovation and enterprise transformation. Her invited presentations have been heard in 35 countries, including North and South America, Eastern and Western Europe, Asia, Australia, South Africa and throughout the Middle East.

When she visited Beijing 10 years ago, she was cited in the daily news as 'the first knowledge economist to visit China'. Subsequently, they launched the Knowledge Innovation® program as a cornerstone of their economic development strategy. India is doing similarly; and Japan's METI has just announced their program – [The Innovation SuperHighway](#), which is also the title of her book. Other books include [Innovation Strategy for the Knowledge Economy](#), [Creating the Knowledge-based Business](#), and her newest release - a trilogy of books: [Knowledge Economics: Principles, Practices and Policies](#).

Her advice has been sought by diverse organizations such as the National Research Council, The Agility Forum, the Industrial Research Institute, the European Union, PBS, BBC, Asian Productivity Organization, The World Bank, the Inter-American Development Bank, the US Science Diplomat's Club and the United Nations. In 2006, she was a sponsor for the World Summit on Innovation and Entrepreneurship (WSIE) in Muscat, Oman; and she is a founding member of the Arabian Knowledge Economy Association (AKEA).

She has served in a variety of executive management positions as Assistant Secretary of Higher Education for the Commonwealth of Massachusetts, Executive Director of a higher education consortium, was the first female dean at Babson College, established the first corporate planning and technology office in the United States, established the first industrial-strength management systems research office and held a variety of leadership or advisory positions, including the National Conference for the Advancement of Research (NCAR), the Industrial Research Institute (IRI) and the National Science Foundation (NSF).

Among her credits is serving as a Senior Research Fellow for the IC2 Institute of the University of Texas at Austin and on the faculty of Tilburg University (The Netherlands), IPADE (Mexico), the Banff Centre (Canada) and the International University of Entrepreneurship. She served as the Global View editor for [KnowMap](#) – an electronic journal and co-producer of [I3 Update/ENTOVATION News](#) – the original in the knowledge and innovation field. Others often cite her progressive management concepts and methodologies in their own research.

Her articles - known to challenge traditional thinking - have appeared in [Research-Technology Management](#), [Knowledge Inc.](#), [PRISM](#), [Journal of Customer Partnerships](#), [Exec!](#), [2000 The Handbook of Business Strategy](#), and the [International Journal of Innovation Management](#) to mention a few. Her publications – selected for Business Literacy 2000 - have been cited in The Financial Times, Management Service, Innovacion, The Observer, Management Today, Director, Silicon Valley North, Ottawa Citizen, KM Magazine, Singapore Business Times, TRACK, AMA Management Review, The Arab News and CORDIS, the press arm of the European Union.

In the 2007 July/August issue of [Inside Knowledge](#), she is featured as 'The Knowledge'. She has been selected 'Entrepreneur-of-the-Month', the 'Leading Light' in Knowledge Inc., and participated as a world expert at the Festival of Thinkers in Abu Dhabi, UAE. She received the Colby Award and honored with the President's Award of the Technology Transfer Society for her 1987 Roundtable on 'Managing Knowledge Assets into the 21st Century'. 20 years later, she conceived the Knowledge Innovation Zones (KIZ) Initiative and launched the [KIZ State-of-the-World Preview](#) in 2006 making visible the Triple Knowledge Lens (TKL) to integrate new performance indicators for the Knowledge-based Economy, Society and Infrastructure.

She holds degrees from Boston University, Columbia University and the Massachusetts Institute of Technology where she was an Alfred P. Sloan Fellow.