



Organizing and Structuring for Innovation

Shape the Future of Corporate Innovation! Join a group of corporate thought-leaders, innovators, and problem solvers in the *Entrepreneurship, Innovation and Growth Network*. The *EIG Network* is a group of diverse professionals who generate, cultivate and support best practices around innovation in the corporate environment.

In 2004 the group led a symposium focused on *The Role of Corporate Venture Capital*, specifically how companies continuously assess and enhance the processes that govern their day-to-day operations, such as capital allocations, reporting structures, stage gating, communications, etc. It also addressed how companies may adapt entrepreneurial practices such as internal ventures, business incubators, venture capital, etc. to further stimulate their growth potential.

In 2005 the group led a symposium focused on *Organizing and Structuring for Innovation*, which explored the challenges faced by organizations attempting to stimulate growth through innovative behavior and explored the issues related to organizational structure, design and dynamics. The variety of subtopics included: innovation ecosystems, regional growth dynamics, external influencers, corporate vs. business unit responsibilities, the evolving role of corporate R&D organizations, high performance teams, etc.

We're looking for your input for top of the mind issues, problems and key areas of interest for next year's symposium, and the ongoing network forum. Our objective is to provide the initial forum for a constructive exchange of ideas and practices on the subject of innovation.

- What is your greatest innovation challenge?
- How do you measure innovation? Can you manage innovation without metrics?
- How important is ROI (Return on Innovation) to your organization? Your job?
- How do you balance near-term profitability with long-term innovation investments?
- What's more important to your company: incremental innovation or radical innovation?
- Would open innovation (tapping into the outside world) benefit your company?
- How does your company decide where to make its innovation investments (what stage of the fuzzy front end)? Is this a robust process?
- Why is it so hard for companies to develop and maintain effective innovation processes?
- How do you measure innovation success?

Please join our growing **EIG Network**. You can contact us with your ideas to shape next year's symposium and the evolving forum of professionals. We look forward from hearing from you and your ongoing participation in our learning and sharing of innovative topics.

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