

BUSINESS MODEL WARFARE

A Breakthrough Workshop on Foresight, Business Model Innovation, and Branding

A spectacular, interactive learning opportunity

Accelerating External Change, External Business models, and shifts in the global Branding landscape are three of the most important challenges that businesses face today.

This breakthrough thinking workshop is designed to help you ...

**Foresee the Future
Reinvent Your Business Model, and
Rejuvenate Your Brand**

It's a dynamic learning opportunity.
Engaging, Exciting, Fun, and Super Productive!

Will it be a bunch of static presentations? No, no, no way! Of course not!

This will be filled with interactive activities, discovery opportunities, dialog and exploration, detailed analysis and diagnosis, and you'll end with a highly detailed prescriptive plan for your organization's future.

InnovationLabs conducts exciting learning programs globally for some of the world's top companies. You're invited to this rare public workshop, where you'll experience the best of our best and latest thinking.

Agenda

- Day 1: Foresight, Strategy, Innovation, and Risk**
- Day 2: Business Model Innovation and Branding**

Day 1

What's coming from now to 2025, and how to prepare.
Foresight, Strategy, Innovation, and Risk

- How to Anticipate the Future
- The Driving Forces of Change and Their Impacts
- Managing Disruptive Change
- Innovation Strategy
- How to Manage an Innovation Effort to Succeed Wildly
- Managing Multiple Levels of Innovation Risk: Company, Career, and Personal

Case Studies:

- The Five Royal Disruptors: Robotics, AI, Machine Learning, Blockchain, and Quantum Computing
- Southwest Airlines
- Coca-Cola & Pepsi
- Toyota Scion & Prius

Day 1 Special Guest (invited):

Digital Marketing pioneer Tom Edwards, Chief Digital & Innovation Officer at Epsilon

Day 2

What's your business model day, and how will it be different tomorrow? What's your brand today, and how should it be different tomorrow?

- The Next Battleground: Business Model Warfare
- Key Principles of Business Model Innovation
- Analyzing Your Own Business Model
- Linking the Business Model to the Brand
- Analyzing Your Brand Today
- Crafting a Successful 21st Century Brand

Case Studies:

- Amazon
- Netflix
- Nike
- Starbucks
- Uber

Day 2 Special Guest:

World-Renowned Branding Guru Jerome Conlon will join us for Day 2 to share his remarkable insights.

We'll introduce about specific 100 examples during the two days across multiple industries, in consumer markets, tech, health care, B2B, entertainment, transportation, FMCG, automotive, apparel, etc., etc., etc.

It will be never a dull moment!



Each participant will receive a detailed workbook to use throughout the workshop, as well as a signed copy of each of these books: *The Big Shift*, *Foresight*, and *Business Model Warfare* by Langdon Morris, and *Soulful Branding* and *The Brand Bridge* by Jerome Conlon.

Dates: June 6-7, 2019

Workshop fee: \$1750

Location: Central Boston (TBD)

To Register Please Complete and Return the Form on Page 4

For more information please contact : Langdon Morris: LMORRIS@INNOVATIONLABS.COM • Questions? 925 980 6711

BUSINESS MODEL WARFARE

A Breakthrough Workshop on
Foresight, Business Model Innovation, and Branding

World Renowned Faculty

Workshop Leader Langdon Morris



Langdon is an award-winning innovator and world-renowned innovation consultant, best-selling author, and acclaimed keynote speaker. He is Senior Partner at InnovationLabs LLC, where he leads the firm's global innovation consulting practice with a wonderful variety of clients in business, government, and non-profits.

Recent clients include Accor, Airbus, Bayer, France Telecom/Orange, ING, Ingersoll-Rand, Kaiser Permanente, Leidos, L'Oreal, National Board of Medical Examiners, Stanford Health Care, Total Oil, UNICEF, US Navy, US Coast Guard, and many others.

He is recognized as one of the world's leading thinkers and consultants on innovation, and his original and ground-breaking work has been adopted by corporations and universities on every continent. The breakthrough project he led for the UNICEF Polio Eradication effort was honored at the Innovation Leader Impact Awards for 2018.

- Board member: International Association of Innovation Professionals
- Chair of the Annual Innovation Conference, Innova-Con
- Associate Editor of the *International Journal of Innovation Science*
- Director of Innovation Academy, a world-renowned innovation training group
- Founding partner of FutureLab Consulting, a strategy and technology firm that offers advanced blockchain solutions for global enterprises
- Co-Chair of the Innovation Council at RedTeam Engineering
- Member of the USA Technical Advisory Group (TAG) for ISO 56000, the new global standard for innovation management now under development
- Formerly Innovation Coordinator at SUNY's Fashion Institute of Technology in New York.
- Member of the Scientific Committee, *Business Digest*, Paris
- Formerly Senior Practice Scholar at the Ackoff Center of the University of Pennsylvania
- Formerly Senior Fellow, Economic Opportunities Program of the Aspen Institute

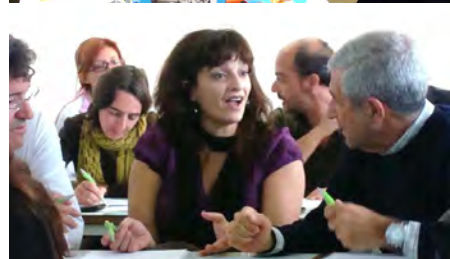
Langdon is author or co-author of more than a dozen acclaimed books on Innovation and Strategy, with editions in Chinese (traditional and simplified), Japanese, Korean, and French, and Editor of the five volumes in the NASA/Aerospace Technology Working Group series of space technology and commerce.

Day 1 Special Guest (invited): Tom Edwards

Digital Marketing pioneer Tom Edwards, Chief Digital & Innovation Officer at Epsilon joins us for Day 1. For 18 years Tom has focused on the intersection of emerging technology and its impact on consumer behavior. Tom was recognized by Advertising Age as a 2017 Marketing Technology Trailblazer, and regularly provides thought leadership and commentary on business and advertising publications such as Forbes, CNBC, VentureBeat, AdAge, Advertising Week, Mashable, in addition to speaking regularly at TEDx, Ad Age Data, Mobile World Congress and others on the topics of data design, artificial intelligence and the evolution of consumer experience through intelligent systems.

Day 2 Special Guest: Jerome Conlon

Branding Guru Jerome Conlon will join us for Day 2 to share his remarkable insights. Jerome was part of the team that took Nike from \$300 million to \$30 billion in annual sales, and then he moved on to Starbucks where he also helped to lead its spectacular growth. Now he's marketing guru consultant who works with leading brands worldwide to help them discover their profound inner selves. You'll receive signed copies of his two outstanding books, *Soulful Branding* and *The Brand Bridge*.



Dates: June 6-7, 2019

Workshop fee: \$1750

Location: Central Boston (TBD)

To Register Please Complete and Return the Form on Page 4

For more information please contact : Langdon Morris: LMORRIS@INNOVATIONLABS.COM • Questions? 925 980 6711

BUSINESS MODEL WARFARE

A Breakthrough Workshop on
Foresight, Business Model Innovation, and Branding

INNOVATIONLABS

Where Innovation Happens

What past participants have said ...

InnovationLabs delivers excellent workshops for our global leadership teams. In our opinion and the opinion of our participants (from the seminar evaluations), the delivery of the programs has been outstanding. The workshops are very engaging, rich in important knowledge, and full of insights and great learnings for our executives.

Guy MANSFIELD MA MBA ACA FRGS
Leadership Development
TOTAL OIL

On behalf of the US Navy Strategic Studies Group, thank you for the scenario planning workshop which exposed our team to your method of innovation, thinking, and planning. You had a direct impact on our viewpoints for future concepts.

Admiral James P. Wisecup
CNO Strategic Studies Group
US NAVY

There was a marked improvement in our staff performance after the InnovationLabs workshop, particularly in the key areas of focus and attitude. Context and purpose became clearer, and individual contributions became more frequent, bolder and more valuable. The workshop was executed flawlessly, and provided an excellent basis upon which to build momentum and measurably add value to the organization. Thank you, Langdon!

Dr. Daniel Auriel
Head of Innovation Management
BAYER

It was one of the most successful workshops I have ever seen in my long history of conducting and participating in workshops. The management by InnovationLabs was outstanding and generated a wonderful creative energy that built an extraordinary momentum.

Dr. Lynn Harper
Lead Scientist, Astrobiology
NASA

Our workshop was incredible thanks to the tremendous planning, preparation, and facilitation! It was a hugely productive day, we worked hard, we had fun - you helped us to stretch our minds to think broadly about the future and deeply about consumers.

Yana Kushner
Senior Director, Marketing
CLIF BAR & COMPANY

The workshop was very positive experience for us. We learned a lot about our own organization and how we need to evolve to be more innovative. We've already implemented many changes in our approach as a result of our workshop, and we're working to engage a much broader community of people in the innovation process.

Dr. Sicco Popma,
Lead Scientist, Biotechnology
JOHNSON & JOHNSON

It was our privilege to have Langdon here for the Innovation Workshop at CSC. We have received excellent feedback from our participants. They have expressed that it was truly an exceptional experience, not only from the valuable knowledge they received but also from practical approach in demonstrating your methods and theories. You are always welcome to visit CSC when you are here in Taiwan.

Kathy Ma
Human Resources Department
CHINA STEEL

InnovationLabs works as a true business partner with Gemalto. They've led more than a dozen seminars for us, which are always dynamic, engaging and relevant to our issues, supported with great business illustrations and industry benchmarks. The feedback was outstanding!

Christie Deydier
Gemalto University
GEMALTO

The innovation workshop helped me a lot on tuning the team's mindset. We use it as a reference tool for our new research direction exploration, and we are making very satisfying progress.

Xiangbin Wu
Research Director
INTEL

Your workshop was fabulous and was the catalyst to get some important new work going. Thanks!

Cathy Muckala
Leadership Development
3M

The Encounters that become engraved on one's memory or, better, become the standard for all other encounters, are generally quite rare in a man's life. You are now one of those, to me.

Roger Barca
Director General
SUEZ



BUSINESS MODEL WARFARE

A Breakthrough Workshop on
Foresight, Business Model Innovation, and Branding

Dates: June 6-7, 2019

Workshop fee: \$1750

Location: Central Boston (TBD)

To Register Please Complete and Return the Form on Page 4

For more information please contact : Langdon Morris: LMORRIS@INNOVATIONLABS.COM • Questions? 925 980 6711

INNOVATIONLABS
Where Innovation Happens

REGISTRATION FORM

NAME (1ST PERSON) _____

NAME (2ND PERSON) _____

NAME (3RD PERSON) _____

COMPANY _____

ADDRESS _____

PHONE _____

EMAIL _____

DIETARY REQUIREMENTS / RESTRICTIONS _____

REGISTRATION FEE:

1 PERSON: \$1750

2 PEOPLE: \$1550 EACH = \$3100

3 OR MORE: \$1400 EACH = _____

Enter
Amount
Here

PAYMENT INFORMATION

CARD NUMBER _____

FULL NAME on CARD _____

EXPIRATION _____ CVC _____

SIGNATURE _____

TERMS & CONDITIONS

Payment by invoice will incur a \$50 administration fee.

Payment Terms Payment is due in full by credit card upon submission of this registration form. By completing this registration form you agree to InnovationLabs LLC charging your credit card for the amount stated above, and you agree to pay InnovationLabs LLC the price in order to secure your workshop ticket. Your registration will not be confirmed until payment has been received in full. Admission to the workshop will be refused if payment has not been received.

Cancellation and Substitution Policy Cancellations must be received in writing, and we do not offer refunds once payment has been made. If the cancellation is received more than 14 days before the workshop, attendees will receive a full credit to a future workshop. Cancellations received 14 days or less (including the fourteenth day) prior to the workshop will be liable for the full fee. A substitution of someone from the same organization can be made at any time in writing at no extra charge. If InnovationLabs LLC cancels a workshop, all payment will be refunded in full.

Changes to Workshop Agenda InnovationLabs LLC reserves the right to change the location or alter the advertised agenda. InnovationLabs LLC is not responsible for any loss or damage as a result of substitution, alteration, postponement or cancellation of an event due to causes beyond its control including without limitation, acts of God, natural disasters, sabotage, accident, trade or industrial disputes, terrorism or hostilities. In the event that a workshop is cancelled, InnovationLabs LLC is not liable for any expenses incurred by delegates in connection with their attendance.