



# EXECUTIVE DEVELOPMENT ROUNDTABLE EDRT

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## EDRT Spring 2015 Meeting May 12 & 13, 2015 San Francisco, CA

Hosted by the *Institute for the Future* in Palo Alto

*“Creativity, Innovation and Design Thinking in Leadership Development”*



The Spring 2015 EDRT Meeting will be on **May 12 & 13, 2015 in San Francisco and Palo Alto, CA**. The meeting will build from our Fall 2014 meeting on developing a global leadership mindset and, in the face of the many leadership challenges that our complex world today brings, we will examine the interconnected themes of *creativity, innovation and design thinking in leadership development*.

EDRT is very excited to announce that we will be staying in the beautiful San Francisco area at the [Sofitel](#) hotel and will be hosted at the **Institute for the Future's (IFTE)** brand new design facility and headquarters located right in the heart of historic downtown Palo Alto, CA. We also have planned site visits to leading innovative Silicon Valley companies, including [Google](#) and [LinkedIn](#), as we'll be in the home field of many of the world's largest high tech corporations and incredible startup companies. We will explore and examine the ways in which leaders can foster world-class creativity, innovation and complex problem-solving. Through speakers, dynamic workshop sessions and site visits we will have our own private “Leadership Staff Ride” experience to the inner world of innovation in Palo Alto and Silicon Valley! We look forward to having you on board with us at EDRT for this unique learning excursion to explore, discover, and experience leading organizations’ practices and real-world applications of creativity, innovation and design thinking in leadership development.

Following are the meeting agenda and speaker biographies...





**Boston University Questrom School of Business**  
**Executive Development Roundtable**  
**EDRT Spring Meeting: May 12 & 13, 2015**  
**San Francisco, CA & Institute for the Future (IFF), Palo Alto, CA**  
*Creativity, Innovation and Design Thinking in Leadership Development*

**DRAFT AGENDA**

**Day 1: Tuesday, May 12, 2015**

10:00am – 10:30am	<b>New Member/Guest Orientation – Hotel Sofitel</b> <i>Jack McCarthy, Director of EDRT, Associate Professor of Organizational Behavior, Boston University</i>
10:30am – 11:15am	<b>Welcome/Introductions</b> <i>Jack McCarthy, Director of EDRT, Associate Professor of Organizational Behavior, Boston University</i>
11:15am – 12:30pm	<b>Creative Design Session</b> <i>Lyndon Rego, Global Director of Leadership Beyond Boundaries, Center for Creative Leadership</i>
12:30pm – 1:30pm	<b>Lunch</b>
1:30pm – 2:15pm	<b>Preparing for the Learning Journey in Silicon Valley</b> <i>Jack McCarthy, Director of EDRT, Associate Professor of Organizational Behavior, Boston University</i>
2:15pm – 2:45pm	<b>Coach Transfer to Leading Innovative Silicon Valley Companies - Site Visits</b>
3:00pm – 4:00pm	<b>Site Visit and Executive Briefing at LinkedIn</b>
4:30pm – 6:00pm	<b>Site Visit and Executive Briefing at Google</b>
6:30pm – 8:00pm	<b>Dinner &amp; Debrief</b>
8:00pm	<b>Coach Transfer to Hotel Sofitel</b>

**Day 2: Wednesday, May 13, 2015**

7:30am - 9:15am	<b>Breakfast Buffet with Debrief &amp; Creative Design Session - Hotel Sofitel</b>
9:15am – 10:15am	<b>Coach Transfer to IFTF, Palo Alto, CA</b>
10:15am – 12:15pm	<b>The Reciprocity Advantage in Leadership</b> <i>Bob Johansen, Distinguished Fellow, Institute for the Future</i> <i>Karl Ronn, Managing Director, Innovation Portfolio Partners</i>
12:15pm – 1:00pm	<b>Luncheon</b>
1:00pm – 1:30pm	<b>Gislason Award Ceremony</b> <i>Recipient: Bob Johansen, Distinguished Fellow, Institute for the Future</i>
1:30pm – 3:00pm	<b>Culture Hacking</b> <i>Mike Zuckerman, Culture Hacker, Freespace</i>
3:00pm – 5:00pm	<b>Stanford Design Thinking Session</b> <i>Mark Schar, Lecturer and Researcher, Stanford University Center for Design Research</i>
5:30pm – 6:00pm	<b>Walking Tour of Stanford University and Stanford d.school</b>
6:15pm – 8:15pm	<b>Dinner and Debrief at Stanford Park Hotel</b>
8:15pm	<b>Coach Transfer from Stanford Park Hotel to Hotel Sofitel</b>

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### **Speaker Biographies**



**Bob Johansen**  
**Distinguished Fellow**  
**Institute for the Future (IFTF)**

Bob has been helping organizations around the world prepare for and shape the future for nearly forty years. As a distinguished fellow at IFTF, he draws on his training in the social sciences and his extensive experience at the edges of multiple disciplines as he interacts with top leaders of business, government, and nonprofit organizations to encourage thoughtful consideration of the long-term future. He was IFTF's president from 1996 to 2004 and served on its board until 2010; before that he created and led the Technology Horizons Program. Today, he invests his time with IFTF sponsors and particularly enjoys leading small workshops with creative teams and rising-star leaders, where he uses foresight from IFTF's ten-year forecast to kindle insight and action.

The author or co-author of eight books, Bob is a frequent keynote speaker for large groups. His best-selling *Get There Early: Sensing the Future to Compete in the Present* was selected as one of the top business books of 2007. His latest book is *The Reciprocity Advantage: A New Way to Partner for Innovation and Growth*, co-authored with Karl Ronn (available for pre-order now; released August 2014). Bob's *Leaders Make the Future: Ten New Leadership Skills for an Uncertain Age*, with contributions by the Center for Creative Leadership, was named by Connect Consulting Group as the best business book of 2012 related to change management and leadership. Bob has done workshops based on his books at a wide range of corporations, including Kellogg's, Disney, Intel, Walmart, Syngenta, Johnson & Johnson, UPS, and McDonald's. Major universities, nonprofits, and churches also use his books.

Bob began working with IFTF in 1973 and holds a BS from the University of Illinois, an MDiv from Crozer Theological Seminary (where Martin Luther King, Jr., attended divinity school), and a PhD in sociology of religion from Northwestern University.



**Karl Ronn**  
**Managing Director**  
**Innovation Portfolio Partners**

Karl Ronn is currently managing Director of Innovation Portfolio Partners, a Silicon Valley based firm that helps CEOs and the Top Management of Fortune 500 companies find and develop new to the world products and services. He also co-founded VC-backed Butterfly Health that introduced Butterfly body liners nationally in September and is developing a software company building diagnostic competency for physicians

using virtual human simulations of top medical school cases.

Prior to starting his own innovation firm, Karl was Vice President of Research & Development and General Manager of New Business for The Procter & Gamble Company. Swiffer, Febreze and Mr. Clean Magic Eraser are billion dollar businesses he helped to create and grow.

In his thirty years with P&G, he was responsible for the Global R&D for Pharmaceuticals and Over-the-Counter Health Care including Actonel, Vicks, Prilosec, and In-home Diagnostic Tests. Prior to Health Care he was responsible for Household Cleaning Products and Gillette's Duracell Batteries. He has also managed Beauty Care businesses and started Diaper and Maxipad businesses across Latin America. Corporately he helped develop the Company's capability to create disruptive innovations.

He is on the advisory boards of Johns Hopkins Bloomberg School of Public Health and the University of Toledo, and Enviroscint. He is a member of TED conference and has been a speaker at the Mayo Clinic, Consumer Medical Conference, AMA and other innovation forums. His market creation book, *The Reciprocity Advantage*, was published in September 2014.



**Mike Zuckerman**  
**Culture Hacker**  
**[ freespace ]**

Mike Zuckerman is a Culture Hacker and co-founder of [ freespace ], a temporary community, cultural and arts center in San Francisco that has garnered tremendous national and international attention for its contributions to improving civic life. Mike continues to push the boundaries of shared economy models and their impact on innovative ecosystems, sustainable development efforts, and grass-roots community activation. Mike's past projects include acting as a key team member for Yerdle,

helping launch the first sustainable nightclub in America, and working in Uganda and Haiti, leveraging sports and the arts to build community capacity.

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**Mark Schar**  
**Lecturer & Researcher**  
**Stanford University Center for Design Research**

The focus of Mark's research can broadly be described as "pivot thinking," the cognitive aptitudes and abilities that encourage innovation, and the tension between design engineering and business management cognitive styles. To encourage these thinking patterns in young engineers, he has developed a Scenario Based Learning curriculum that attempts to blend core engineering concepts with selected business ideas. He also researches empathy and mindfulness and its impact on gender participation in engineering education. He is a Lecturer in the School of Engineering at Stanford University and teaches the course ME310X Product Management and ME305 Statistics for Design Researchers.

Mark has extensive background in consumer products management, having managed more than 50 consumer driven businesses over a 25-year career with The Procter & Gamble Company. In 2005, he joined Intuit, Inc. as Senior Vice President and Chief Marketing Officer and initiated a number of consumer package goods marketing best practices, introduced the use of competitive response modeling and "on-the-fly" A|B testing program to qualify software improvements.

Mark is the Co-Founder and Managing Director of One Page Solutions, a consulting firm that uses the OGSP® process to help technology and branded product clients develop better strategic plans. Mark is a member of The Band of Angels, Silicon Valley's oldest organization dedicated exclusively to funding seed stage start-ups. In addition, he serves on the board of several technology start-up companies.

Most recently, Mark completed his Ph.D. in Mechanical Engineering at Stanford University, having already held a MBA in Finance/Marketing and B.S.S. in Communications from Northwestern University.

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**Lyndon Rego**  
**Global Director of Leadership Beyond Boundaries**  
**Center for Creative Leadership (CCL)**

Lyndon Rego is Global Director of Leadership Beyond Boundaries. His work focuses on extending leadership development to new populations and through new platforms, business models, and partnerships. CCL's Leadership Beyond Boundaries effort, which spans some 20 countries ([www.leadbeyond.org](http://www.leadbeyond.org)), is focused on making leadership development more affordable and accessible across the world. The LBB initiative has created new solutions for emerging markets and underserved populations, spanning local government, small business entrepreneurs, social entrepreneurs, NGO leaders, grassroots women and youth. Specific initiatives have focused on developing new platforms for leadership development such as toolkits and train-the-trainer programs, and leveraging scalable technologies such as mobile phones, iTunes, and Second Life. In his faculty role, Lyndon has delivered leadership development, innovation, and train the trainer programs in the US, Africa, and Asia for audiences ranging from corporate and social sector leaders to rural communities and underserved youth.

Prior to joining the Center in 2002, Lyndon was Director of Marketing for Lipman Hearne, a marketing/communications consulting firm serving education and nonprofit institutions, Assistant Director of Marketplace: Handwork of India, a social enterprise that supports marginalized populations in India, and a public relations professional for a Charleston-based marketing firm.

Lyndon has an MBA, from UNC-Chapel Hill, an MA in Communication from the University of North Dakota, and a certificate in strategic planning for nonprofit institutions from University of Illinois at Chicago. He writes and speaks internationally on issues at the intersection of social innovation, complexity, and leadership.

**EXECUTIVE DEVELOPMENT ROUNDTABLE (EDRT)**

EDRT is a dynamic, peer-based learning consortium and research center open to all organizations that view leadership development as a critical strategic resource, in collaboration with the Center for Creative Leadership.