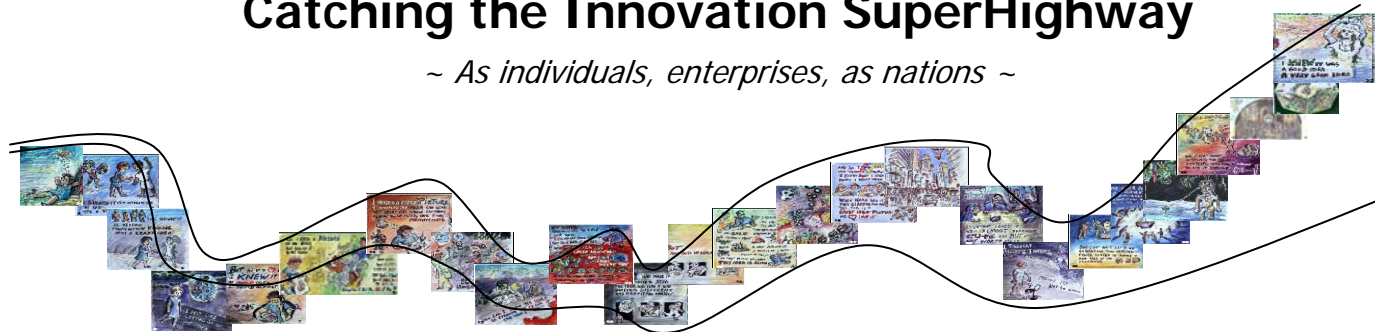
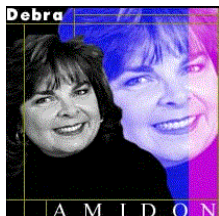


Catching the Innovation SuperHighway

~ As individuals, enterprises, as nations ~



Debra M. Amidon



"The world is now our manageable landscape. Connections are made East-to-West, North-to-South with many nodes in between. But The Innovation SuperHighway is not only a physical infrastructure, albeit technical and electronic. It is human and humane - a function of insight, interaction and imagination resident in the minds, hearts and hands of people around the globe."

DEBRA M. AMIDON is Founder and CEO of ENTOVATION International, Ltd. (Wilmington, Massachusetts) – the largest and most successful virtual a global innovation research and consulting network linking 90 countries throughout the world. She's been featured in notable biographical publications such as The International Book of Honor and the Woman of the Decade and has been featured through the international print, radio and TV media.

Considered an architect of the Knowledge Economy, her own specialties include knowledge management, e-learning networks, customer innovation (beyond CRM), and enterprise transformation. For the last couple of years, she has presented throughout the North and South America, Eastern and Western Europe, Asia, Australia and South Africa. 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 and The World Bank.

Author of many publications including – Managing the Knowledge Assets into the 21st Century (1987) – 1st national conference on the topic; Innovation Strategy for the Knowledge Economy: The Ken Awakening (1997) – selected for Business Literacy 2000 and available in 6 languages; Creating the Knowledge-Based Business (co-authored, 1997) – considered the "KM Bible"; Collaborative Innovation and the Knowledge Economy (1998) – the monograph for finance professionals; two electronic publications - The Architectural Primer for Knowledge Innovation (2001) and The Global Knowledge Primer (2001); and the most recent described as "a milestone in the field and the best business book of the year and the best innovation book of the decade - The Innovation SuperHighway (2003)



'The Innovation SuperHighway: Harnessing Intellectual Capital for Collaborative Advantage'
ISBN: 0-7506-7592-6 (2003)

Collaborative Forward by three leading practitioners - Leif Edvinsson, Hubert Saint-Onge and Joachim Döring



Topical Outline

- Part I The Innovation Frontier
- Part II Architecting a Future
- Part III The Globe as a Network
- Part IV Innovation Leadership in Practice
- Part V The Millennium Vision



'The Innovation SuperHighway' was selected for an inaugural program event for the Book-of-the-Month July 2004 by KnowledgeBoard, the European KM community.

Ours is now an economy of kaleidoscopic change. Speed is accelerating; but it is the unexpected influences caused by multiple, simultaneous changes which challenge the most indomitable manager. Hardly a function, sector, industry or corner of the world is unaffected by these new economic, social and technological conditions. The focus has become one of knowledge, learning, intellectual capital and innovation. Indeed, this emerging 'community of innovation practice' represents a refreshing vision beyond the practices of quality, re-engineering and traditional KM.

The driving force for writing this book was to scope progress on various aspects of knowledge strategy across disciplines, and nations. The intent was to integrate theory and practice by outlining: *The Innovation Frontier, Architecting a Future, The Globe as a network, Innovation Leadership and The Millennium Vision*. By design, it is not laden with case study material. Instead, it features the new knowledge value proposition, ken practitioners, examples of innovation infrastructures and more. It offers a glimpse into youth – our Knowledge Millennium Generation and a blueprint for creating an international exchange that crosses all the boundaries.

The original intent of the global information infrastructure – mislabeled as the information superhighway – was far more about social than technological networks. Knowledge resides within people; and people make things happen. Innovation is how knowledge gets put into action. Thus, reading this book - and processing insights collectively as groups – is most appropriate. The reader is challenged to become the actor – catalyst and innovator – to evolve these modern managerial standards, take advantage of the socio-technological advances and capitalize upon this era of unprecedented change and opportunity.

The knowledge economy is a very personal economy. Unlike previous agricultural, industrial and information eras, knowledge resides within you. Success will come from how well you are able to create new ideas, enable good ideas to progress and eventually ensure that they are converted into products and services to benefit your constituency. For most organizations, the ability to create a sustainable future is directly proportional to how they nurture, develop and leverage their intellectual capability.

Comments from reviewers:

- "This is truly a landmark book."*
- "Highly recommended as essential reading"*
- "A milestone in the knowledge field."*
- "Provides a sustainable path forward"*
- "The breakthrough innovation book of the decade"*
- "Thoughtful, inspirational, visionary"*
- "The book to help guide us into the future"*
- "A kaleidoscope of possibilities is revealed in this new masterpiece."*
- "Clearly a seminal work, laying a blueprint"*



Illustrations and Cube by Ron, Arye and Peleg Dvir

Benefits: Learn about the evolution of the movement, the knowledge value proposition, migration from business planning to innovation strategy, lead examples of practices and practitioners, the Knowledge Millennium Generation and vision for the future. Use systematic exploration tools to chart new directions. Determine - for yourself and your organization - your potential knowledge leadership positioning.

Methodology: Combination of resource review, on-line coaching, interaction with peers and visualization.

Target audience: Managers - profit or not-for-profit - seeking to make a difference in the sustainable evolution.

Sample questions from previous seminars

- Q. What pivotal events have you observed shaping the knowledge economy?
- Q. What are the knowledge implications to the variables for sustainable growth?
- Q. What are the relative advantages of an enterprise-wide innovation strategy?
- Q. What are some other lessons of virtual networks – strengths and weakness?



Module 1: The Innovation Frontier

Session	Scope	Purpose
1. Global Imperative for Sustainability – The Why?	Innovation Frontier	To position knowledge strategy as a fundamental evolution, not a fad.
2. Knowledge Value Proposition – The What?	Innovation Frontier	To identify the 3 pivotal elements which resolve the productivity paradox.
3. Planning to Innovation – The How?	Innovation Frontier	To illustrate how to migrate beyond traditional business planning

Module 2: Architecting a Future

Session	Scope	Purpose
4. Knowledge Performance Economics	Architecting a Future	To explore the trends, strategies and progress in modern IC measurement.
5. Knowledge Structures	Architecting a Future	To explore the trends, strategies and progress in modern organizational structures/networks.
6. Knowledge Workers	Architecting a Future	To explore the trends, strategies and progress at the individual level.
7. Knowledge Processes	Architecting a Future	To explore the trends, strategies and progress through the innovation cycle.
8. Knowledge Processing Technology	Architecting a Future	To explore the trends, strategies and progress in computer and communications technology.

Module 3: The Globe as a Network

Session	Scope	Purpose
9. Case Story ENTOVATION	Globe as a Network	To provide a working example of a global virtual community – problems and promise.
10. Global Momentum	Globe as a Network	To report on the collective wisdom of the E100 from interviews.
11. Trends of Innovation Strategy	Globe as a Network	To report on the trends within the 10 dimensions of innovation strategy.



This tree symbol can be seen on www.unic.net - message is the roots for the fruits, i.e turning the tree upside down.

Module 4: Innovation Leadership in Practice

Session	Scope	Purpose
12. The 7C's	Innovation Leadership	To outline what is different about leadership in the Knowledge Economy.
13. Ken Practitioners	Innovation Leadership	To provide diverse facets of expertise and experience of global theorists and practitioners.
14. Innovation Infrastructures	Innovation Leadership	To offer some illustrative examples of global interdependence – superhighways in action.

Module 5: The Millennium Vision

Session	Scope	Purpose
15. Knowledge Millennium Generation	Millennium Vision	To illustrate how our future – the youth of the world – is connecting for innovation purpose.
16. Blueprint for 21st Century Innovation	Millennium Vision	To provide the case and foundation for prosperous innovation strategy.
17. World Trade of Ideas	Millennium Vision	To review our lessons learned in a context of unprecedented opportunity

In search of Innovation is a book designed to unleash the exploration process in us all. It is a story that affirms the need for persistence, self-confidence and collaboration. Innovation - putting knowledge into action - requires dynamic interaction with others. For children or leadership executives, the discovery process can be both exiting and frustrating - the simultaneous delight of acceptance...and the agony of rejection. Following the flow of an idea through completion, though, is the essence of progress, sustainability and true economic wealth. In the Knowledge Economy, we are dependant upon the realization of good ideas...and on a global scale. As you take this journey, what images come to mind of true innovators from around the world?



Facilitator



Dr. Oliver Schwabe is one of the worlds foremost community moderators and facilitators with over 50 theme areas delivered virtually to over 2500 students in 60 countries in the past decade. Key clients include:

- Jones International University
- Capella University
- The Open University Business School
- KnowInc
- Entovation
- Sveiby Knowledge Associates
- United Nations Virtual Development Academy

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- **One day face-to-face workshop**

