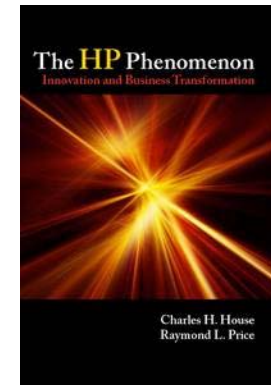




The HP Phenomenon: Innovation and Business Transformation

Chuck House



This seminar will present the philosophies, practices, and organizational principles that enabled Hewlett-Packard to significantly transform itself six times, while most of its competitors were unable to make even one major transformation. Drawn from the recently published Stanford Business Books, *The HP Phenomenon*, co-authored by Chuck House and Raymond Price, the seminar will explore the “Spirit of Innovation,” innovation that is customer-centered, contribution-driven, and growth-focused. Lessons from the history of Hewlett-Packard provide insights on leadership that emphasizes bottom-up innovation and has sufficient flexibility to see results brought to the marketplace, as well as brought alive inside the company.

Charles (Chuck) House is Executive Director for Media X and Senior Research Scholar in the Human Sciences and Technologies Advanced Research Institute at Stanford University. House is deeply involved with questions of technology’s effect on society. Previously, he led the Research Collaboratory and served as director of Societal Impact of Technology for Intel Corporation, after executive management positions at Dialogic, Spectron Microsystems, Veritas, Informix, and Hewlett-Packard.