GLOBAL INNOVATION LEADERSHIP PROGRAM

February 9-12, 2015

Advanced tools and techniques for enterprise creativity, innovation, and renewal through creative leadership at the intersection of people and technology.

mediaX
at Stanford University

THNK
THE AMSTERDAM SCHOOL OF CREATIVE LEADERSHIP

Stanford University

#mediaXthnk
mediaX at Stanford University / THNK
Global Innovation Leadership Program

“Crunch mode is without question damaging to the personal lives and general well-being of the workers it affects.”
   Eric Roberts, Professor C.S. Stanford University

“Productivity losses linked to absenteeism cost employers $225.8 billion annually in the United States, or $1,685 per employee.”
   The U.S. Centers for Disease Control and Prevention

“The way people work will change, and so will the attributes of employment.”
   Tim Hansen, Intel Corporation

The mediaX/THNK Global Innovation Leadership Program at Stanford is a program that fills a critical gap for innovation executives, entrepreneurs and change makers who are looking to take their organizations through break-through change.

Today’s leaders must have the curiosity, courage and capability needed to develop innovative ideas and solutions in the midst of the exponential technology changes that are underway. The world will not stop while you fine-tune your plan. Only with dynamic, in-process change can leaders turn challenges and crises into opportunities, creating a more meaningful, sustainable and harmonious way of life.

Interdisciplinary faculty and staff for the Global Innovation Leadership Program are drawn from Stanford’s Human Sciences Technology Advanced Research Institute community and affiliated thought leaders from THNK – the Amsterdam School of Creative Leadership.

Martha G Russell
Executive Director
mediaX at Stanford University

Rajiv Ball
Partner
THNK
mediaX at Stanford University is a forum, an incubator of ideas, and a programmatic framework to support multi-disciplinary discovery relationships. Our initiatives explore how the use of information technology can improve the human experience.

As the industry affiliate program of the H-STAR Institute, mediaX is grounded on respect for differences and centered on our belief in the power of collaboration – between business and academic researchers on campus and around the world.

In trusted relationships, aligned on questions that are important for the future, mediaX collaborations challenge what we know now and stretch intellectual resources to gain new insights relevant to both academic and business collaborators.

Together, we pursue new insights on how information technology affects people’s lives, how to better design products and services to make them more usable, and the innovative use of communication technologies in education, entertainment, and commerce.
**mediaX Research Themes** enable researchers from member companies to collaborate with Stanford researchers on leading-edge questions that have a time horizon of three to seven years and often revolve around complex issues that are not yet well defined.

Strategic partners work with the mediaX leadership team to articulate a research challenge, which is then issued broadly throughout Stanford’s research community. mediaX seeks concept-proving projects that focus on a well-defined critical question for a big idea. Proposals are reviewed, and projects are selected for funding. Graduate students studying in Stanford’s open innovation and entrepreneurial environment support the faculty teams. Researchers from mediaX member companies often come to Stanford as visiting scholars to collaborate on the research projects, providing all the benefits of first-hand information.

Results of mediaX research projects are ultimately intended to contribute to new knowledge. Interim results are shared with mediaX members and with visiting scholars. Sometimes the projects validate a new question or method, often inspiring new developments by our member organizations and leading to significant funding from public or private resources, or a new lab.

The mediaX Research Theme program is distinct from internal corporate R&D initiatives. It taps the intellect of Stanford research leaders, most of whom are already well funded, on questions that have not been articulated before. It combines industry-driven questions, Silicon Valley’s entrepreneurial culture, actively engaged industry partners, Stanford thought leadership, and the energetic creativity of bright motivated graduate students and post-doctoral students. The mediaX Research Theme program offers unique insight opportunities that draw upon the full technological, cultural and intellectual resources at Stanford University.

We welcome new Research Themes that will articulate the 21st Century’s most important issues at the intersection of people and information technology. Contact: martha.russell@stanford.edu
THNK, the Amsterdam School of Creative Leadership (www.thnk.org) has a mission to accelerate and develop the next generation of creative leaders that will have deep societal impact on the world.

THNK believes that creative leadership skills are essential in solving the world’s societal challenges. Empathy, curiosity, courage and collaboration are the new competencies that will help transform crises into opportunities, create shared value from business and enable a more meaningful, sustainable way to live and work.

THNK brings together curious and forward-thinking executives, thought leaders and organizations from across the world, in diverse industries and fields for a distinctive experiential learning experience in creative leadership.

Contact: rajiv.ball@think.com
The **mediaX / THNK Global Innovation Leadership Program** combines the best of Stanford’s cutting-edge research, Silicon Valley’s entrepreneurial culture, and European social entrepreneurship thinking.

In this program, participants will work with a unique combination of Stanford’s deep expertise in the human-technology intersection and THNK’s innovation leadership facilitators and deploy THNK’s Creation Flow and the THNK’s Creative Leadership Model to address a “wicked” societal challenge. Participants will work in small teams and engage in fully experiential learning, with the interaction of global thought leaders and leadership facilitation.

Participants will leave the program with a deep and broad understanding of the content, a hands-on toolbox filled with design thinking, critical thinking and systems thinking skills that they can apply back at work or with other complex problems. Participants will also take home a deeper self-awareness of leadership strengths, weaknesses and growth areas, as well as a network of experienced colleagues.

The **four-day program** is specifically designed for the busy executive, and for this reason we have included **90 Minute Lunch Breaks** every day in combination with at least **one free evening** during the 4 day program to enable participants the ability to maintain continuity with their offices.
mediaX / THNK
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February 9-12, 2015

Participants: Forward-thinking executives

Program

Day One
February 9, 2015
8:30am to 6:30pm, 90 Minute lunch break

Day Two
February 10, 2015
8:30am to 9:00pm, 90 Minute lunch break

Day Three
February 11, 2015
8:30am to 9:00pm, 90 Minute lunch break

Day Four
February 12, 2015
8:30am to 3:45pm, 90 Minute lunch break
*4:00pm-5:00pm (Interactive Demo: Stanford Light Field Imaging Workshop)

*Optional
Fundamental Knowledge at the Intersection of People and Information Technology

**Byron Reeves**  
Professor of Communication, Stanford University

Byron Reeves is the Paul C. Edwards Professor of Communication at Stanford University. He teaches courses in mass communication theory and research, with particular emphasis on psychological processing of interactive media. His research has been the basis for a number of new media products for companies such as Microsoft, IBM, and Hewlett-Packard, in the areas of voice interfaces, automated dialogue systems and conversational agents. He is currently working on the applications of multi-player game technology to learning and the conduct of serious work.

**Wendy Ju**  
Executive Director of Interaction Design Research at the Center for Design Research (CDR), Stanford University

Wendy Ju is the Executive Director of Interaction Design Research at the Center for Design Research (CDR). The CDR is a community of scholars focused on understanding and augmenting engineering design innovation practice and education. Ju’s research in the areas of physical interaction design and ubiquitous computing investigates how implicit interactions can enable novel and natural interfaces through the intentional management of attention and initiative.
Fundamental Knowledge at the Intersection of People and Information Technology

Renate Fruchter
Founding Director PBL Lab, Stanford University

Renate Fruchter is the founding director of the PBL Lab, lecturer in the Department of Civil & Environmental Engineering, and Senior Research Engineer thrust leader of “Collaboration Technologies” at the Center for Integrated Facilities Engineering (CIFE), at Stanford. She leads a research effort to develop collaboration technologies for multidisciplinary, geographically distributed teamwork, and e-Learning. Her interests focus on R&D and larger scale deployment of collaboration technologies that include Web-based team building, synchronous and asynchronous knowledge capture, sharing and re-use, project memory, corporate memory, and mobile solutions for global teamwork and e-Learning.

David Sirkin
Center for Design Research, Stanford University

David Sirkin is a PostDoctoral Researcher at the Center for Design Research and a Lecturer in the Department of Electrical Engineering at Stanford. His current research explores the design of robotic everyday objects, telepresence and remote collaboration, non-verbal interaction between humans and robots, and the use of improvisation in design research and practice. He teaches two courses: Interactive Device Design, in which students design and build their own MP3 players, and Making & Breaking Things, a seminar in which students dissect and rebuild interactive devices as new products.
Accelerate and Develop the Next Generation of Creative Leaders

Rajiv Ball
Partner THNK

At THNK, Rajiv is responsible for the Quest, as well as opening new THNK locations across the world and developing special programs for corporate clients. Previously a Partner at McKinsey & Company, Rajiv was responsible for the leadership development of McKinsey Partners globally. In addition, Rajiv lectures on the Executive MBA Program at the Haas School of Business at the University of California, Berkeley.

Bas Verhart
Co-Founder, THNK

Bas is a serial entrepreneur and co-Founder of THNK. Bas has 15 years experience in connected customer strategies. A former Board member LBI, Media Republic and Trendwatching.com, today within THNK, Bas leads the development of our open innovation challenges and is a Master Practioner working with THNK participants to build break through new enterprise concepts.
Accelerate and Develop the Next Generation of Creative Leaders

**Berend-Jan Hilberts**  
Innovation Architect THNK

With a background in business strategy and innovation, Berend-Jan has consulted internally and externally with companies on generating new ideas and creating new platforms for growth. Berend-Jan is driven by a strong desire to equip leaders to become more effective in leading innovation in their teams. At THNK, he has led the design and delivery of the Challenge. In addition to facilitating the THNK Executive Program, he designs and delivers many of THNK’s in-company programs at large corporate clients.

**Robert Wolfe**  
Leadership Coach THNK

Robert has been part of THNK faculty since the beginning of THNK as a leadership coach, storytelling trainer and innovation facilitator. Before he was a management trainer and personal coach in many countries, an improv actor, and he still is a writer of fiction novels for young adults. He specializes in experiential learning and voice dialogue.
Martha G Russell  
**Executive Director**  

Martha is Executive Director of mediaX at Stanford University and Senior Research Scholar at the Human Sciences and Technology Advanced Research Center. Her background spans a range of business development, innovation and technology-transfer initiatives in information sciences, agriculture, microelectronics, and communications. She founded and directs Stanford’s Innovation Ecosystems Network, which uses data-driven network analysis to study relationship-based ecosystems for innovation. She serves on the advisory board of the Journal of Technology Forecasting and Social Change and advises several startup companies.

Jason Wilmot  
**Communications Manager**  

Jason is a media, marketing and communications professional who specializes in building awareness for globally reaching campaigns and projects using multi-platform distribution to increase overall engagement. He spent 13 years managing and running commercial broadcast stations in the United States, and is familiar with creating and distributing content that gains attention from any audience in the “instant gratification what have you done for me lately world” we currently live in. He’s a hands-on creative manager who believes in seeing a project through from concept to seamless execution.
Adelaide Dawes
Program Manager

Adelaide Dawes is the Program Manager at mediaX at Stanford University, and also supports the H-STAR Institute Directors. Dawes, originally from England, worked there with the Civil Service for 25 years. She came to California in 1999. With more than 13 years of experience at Stanford University, she supports the many events and needs of mediaX and the H-STAR Institute. She ensures that the work of mediaX programs continues unhindered by administrative trivia, and that our company partners, researchers and faculty have all they need to build their ground-breaking research partnerships.

Karina Alexanyan
Project Manager

Karina Alexanyan is a Post Doctoral Scholar and Project Manager at mediaX at Stanford University. Dr. Alexanyan’s research background is in global social media networks, technology, and education. She has consulted for leading academic, corporate and non-profit clients, including Stanford, Harvard and Columbia Universities. Alexanyan holds a PhD in Communications from Columbia University, a M.A. in Communication from NYU and a BA in Linguistics and Modern Languages from the Claremont Colleges.