

## Innovation Forum Event

**Managing Innovation in the 21<sup>st</sup> Century**  
**Friday, May 5, 2006**  
**3:30 pm – 4:30 pm**

Companies that can manage innovation can succeed. Many new products, services, or business models that initially target small, seemingly unprofitable customer segments, eventually evolve to take over the marketplace. Disruption inevitably leads to growth – you just need to be on the right side of the disruptive path in order to capture it.



Clayton M. Christensen, Professor of Business Administration at the Harvard Business School, has pioneered many of the concepts of technological innovation, developing organizational capabilities, and finding new markets for new technologies. He is the best selling author of several books on technology management and innovation, including *The Innovator's Dilemma* (winner of the 1997 Global Business Book Award), *The Innovator's Solution* (2003), and *Seeing What's Next* (2004). He is often a featured speaker at global business and leadership forums and works with many companies in the U.S. and around the world. You may learn more about our speaker at [www.claytonchristensen.com](http://www.claytonchristensen.com).

At this well attended Innovation Forum Event, Clayton Christensen discussed how historical industry trends demonstrate how newcomers can gradually acquire market share from the dominant players through innovation. Specifically, he discussed the advantage of entering smaller markets where the dominant players will be more likely to flee than fight. This interactive discussion focused on encouraging smaller companies to continue developing new innovations for obtaining these markets as well as a warning to large organizations to creatively reinvent product strategies.



