



ASQ Innovation Conference

Charlottesville, VA • September 18 – 20, 2015



CONFERENCE PROGRAM

Holiday Inn University Area and Conference Center
1901 Emmet Street • Charlottesville, VA 22901

SPONSORED BY:





ASQ Innovation Conference

Opening Reception

Friday, September 18
7:30 p.m.
Monroe Room

Main Conference

Saturday, September 19
8:30 a.m. – 4:50 p.m.

Conference Workshop

Sunday, September 20
9:00 a.m. – Noon

Innovation is today where quality management was 25 years ago. It is often confined to a small group of people in your organization—these great ideas and useful approaches are not always well publicized and do not always engage all of your people. Innovation can also mean different things to different people.

To be successful, innovation—like quality—needs to engage everyone. To consolidate the Innovation Body of Knowledge, the ASQ Innovation Division is tapping a wide range of innovation thought leaders and practice leaders to find what works well, how success has been generated, and how successful approaches can be employed more widely. Not every method will work well for everybody, but there will be tools and techniques that you can use in your own work environment.

Featuring an Excellent Slate of Speakers Offering an Exciting Range of Innovation Topics on:

- Strategy and Leadership
- Quality and Innovation in Organizations
- Managing Innovation
- Creativity
- Process and Tools
- Innovation Culture

Conference Rates

- Early-Bird (up to August 15): \$199.00
- Full Conference (three days): \$250.00

Included With the Conference Registration

- Two keynote presentations
- Three parallel tracks of featured speakers
- Innovation and Quality workshop
- CHS Sigma Lab Tour
- Opening evening reception

Register at

asq.org/innovation-group/About/innovation-conference

Special Conference Hotel Room Rate: \$159.00/night

A special block is reserved until four weeks prior to the conference.

Offer expires August 18.

Reserve your room at:

asq.org/innovation-group/About/innovation-conference





Conference Event and Sponsors

VISIT THE SIGMA LAB AND SEE INNOVATION EDUCATION IN ACTION!

The Sigma Lab at Charlottesville High School is a powerful and unprecedented approach to education that leverages the latest technologies to provide enriching and meaningful educational experiences for students across all disciplines. Designed by a collaborative team of students, teachers, and architects, the Sigma Lab is the embodiment of the innovative process. The space is a tool for all students and teachers at CHS to turn their ideas, no matter how crazy, into reality.



Please join Sarah Groth, Sigma Lab liaison, and several BACON (Best All Round Club of Nerds) members for a tour of the Sigma Lab.

A shuttle will leave from the Holiday Inn at 5:30 p.m. on Friday, September 18 and will return at 7:00 p.m.

Hosted by the ASQ Innovation Division and Blue Ridge Section, 1108



**Blue Ridge
Section**
The Global Voice of Quality™

Conference Schedule At-a-Glance



Friday, September 18, 2015

5:30 p.m. – 7:00 p.m. Sigma Lab Tour

7:30 p.m. Opening Reception

Saturday, September 19, 2015

8:00 a.m. – 4:00 p.m. Conference Registration

8:30 a.m. – 9:30 a.m. **Keynote: John Elder**

TRACKS:	Innovation and Quality	Innovation in Organizations	Innovation Methodologies
9:45 a.m. – 10:35 a.m.	John Mullins Moving the Bar on Quality	Morgan Benton The Source of Innovation: Empathy, Gifts, and the 10 Principles	Glenn Mazur Quality Fitness-Focused Innovation
10:45 a.m. – 11:35 a.m.	Panel of Executives Leveraging Quality for Innovative Medical Devices	Eileen Serrano Innovation Circuits: Fostering Creativity and Innovation	Karen Kusler Chain, Chain, Chain ... Drawing a Crowd With Strategies to Strengthen Links With Lean Principles
11:35 a.m. – 1:00 p.m.	Lunch		
1:00 p.m. – 1:45 p.m.	Keynote: Mark Moyer		
2:00 p.m. – 2:50 p.m.	Nicole Radziwill What Does the 2015 ASQ Future of Quality Report Reveal About Innovation?	Mohammed Alomairy Building the Innovation Machine Inside Your Organization	Cheryl Tulkoff The Role of Advocacy in Innovation
3:00 p.m. – 3:50 p.m.	Johannes Flecker Songwriting Hacks for a Better Mission Statement	Dawn Garcia Organizational Innovation: Strategy Seeds for Growth	Ian Meggarrey Additive Manufacturing: A New Dimension in Production
4:00 p.m. – 4:50 p.m.	Jane Keathley Is it Innovation or Improvement?	David Foster Innovation and Quality Management: Our Roadmap and Experiences Along the Way	Lory Wingate Project Management in R&D: Using Tailored Processes to Ensure Quality Outcomes

Sunday, September 20, 2015

9:00 a.m. – Noon
Shizuka Modica
"Smart Creatives" for Innovation, Thus Quality



Keynote Speakers

Opening Keynote Speaker: John Elder

The Power (and Peril) of Predictive Abstract

Learning from data is extremely powerful, and its use is transforming business decision making in multiple industries at an accelerating pace—saving money and even lives. It’s an exciting time to be a Data Scientist! To be excellent at the work, we need to listen well and transform a real-world challenge into a close, but solvable problem; we need to be expert in key technological methods; and we need to be keenly aware of our weaknesses in making judgments, including cognitive biases (for us humans) and lack of any sense (for our computer allies). I will share stories of warning and of encouragement, from a life in the field.

Speaker Bio: Twenty years ago, John Elder founded Elder Research, founded America’s largest and most experienced analytics consultancy. With offices in Charlottesville, VA; Baltimore, MD; and Washington, DC, the company has solved hundreds of challenges for commercial and government clients by extracting actionable knowledge from all types of data. Dr. Elder co-authored three books—on practical data mining, ensembles, and text mining—two of which won “book of the year” awards. Elder has created data mining tools, was a discoverer of ensemble methods, chairs international conferences, and is a popular workshop and keynote speaker. He earned engineering degrees from Rice and UVA, where he’s an adjunct professor. He was named by President Bush to serve five years on a panel to guide technology for national security.



Afternoon Keynote Speaker: Mark Moyer

Patent (novel, non-obvious and useful) vs. Innovate

Economic forces can foster new models of design and innovation. For example, tightened FDA device evaluation and enforcement, the expansion of home healthcare delivery, and the impact of the medical device tax are just a few of the challenges stressing the medical device industry’s ability to move to market quickly. An environment for healthcare providers, engineers, and academics to collaborate in the design, testing, validation of, and training on medical devices can help speed improved medical device solutions to patients and improve outcomes. CAMLS Innovation Center is an example, at the forefront, implementing new approaches with broad applicability.

Speaker Bio: Mark Moyer is the administrative director of the CAMLS Innovation Center. The Innovation Center is an environment for physician and technologist collaboration. From concept design, (modeling and engineering) to final verification, validation, and regulatory body acceptance, the Innovation Center works closely with clients to provide useful, timely, cost-effective, and innovative healthcare solutions.



Moyer received his bachelor’s degree in mechanical engineering from California State Polytechnic University and his MBA from the University of San Diego. He began his career in the aerospace industry and has spent over 20 years providing leadership in new product development, manufacturing, compliance, quality/regulatory affairs, and change control with both domestic and off-shore partners.



9:45 a.m. – 10:35 a.m.

John Mullins

- Moving the Bar on Quality

Challenge:

Organizations/companies are experiencing unprecedented pressure to perform. In many cases this pressure requires transformative not incremental improvement. While the focus on performance has never been more clarion, leaders confront this pressure within a world of increasing rapid change, limited financial resources, and ever higher levels of program/problem complexity with increased public scrutiny. Within this environment, leaders are confronting these challenges with old methods and legacy systems that are inadequate to the challenges—characterized as inflexible, functional, data rich, and information poor.

Answer:

- Convergence between “need” and “capabilities”
- Moving from “content” to “context”
- Functional to networked management

Focus Area: New Thinking With New Tools

Morgan Benton

- The Source of Innovation: Empathy, Gifts, and the 10 Principles

According to a 2014 article in the Harvard Business Review, we are rapidly entering a third era of management: the age of empathy. This presentation will describe the relationship between empathy and innovation from the perspective of new research and 10 specific principles that can be put into practice. In the second half, attendees will participate in a hands-on exercise where they will learn how to tune in to empathy to discover their gifts, while simultaneously helping others recognize their gifts. This session will be useful to anyone who manages a workgroup, or is involved in education or training efforts.

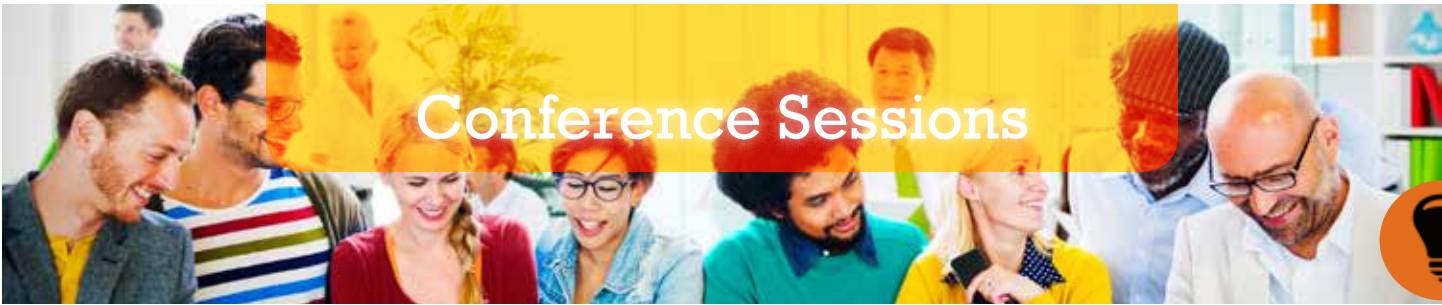
Focus Area: Tools, Culture

Glenn Mazur

- Quality Fitness-Focused Innovation

Fitness-to-use is a fundamental principle for the quality professional. It is only when a product or service is “used” that its true value transfers from the maker/provider to the customer. Fast-changing technologies and global markets pressure product developers to more accurately and efficiently define emerging customer value, and to innovate solutions to high-priority needs before competitors. Accuracy and efficiency are the province of the quality professional, who can play an important role by applying quality principles to the innovation process. This presentation will show, with examples, new quality tools to better capture and quantify customer use and needs to improve innovation.

Focus Area: Tools



Conference Sessions



10:45 a.m. – 11:35 a.m.

Panel of Executives

- Leveraging Quality for Innovative Medical Devices

Panelists:
 Greg Menke, President and CEO, Medical Decision Network, LLC
 Will King, President and CEO, Medical Predictive Science Corporation
 Mark Moyer, Administrative Director, CAMLS Innovation Center at USF Health
Moderator: Jane Keathley

This panel discussion will explore the perspectives of organizational leaders regarding the contributions of quality management to innovation in the medical device arena. The medical device industry is highly innovative, and these business executives will discuss their experiences with the role of quality in innovation. They will propose ways in which quality can not only support but help drive innovation in their organizations. Attendees will have the opportunity to discuss the interactions of quality and innovation with the panelists.

Focus Areas: Innovation, Leadership, Strategy

Eileen Serrano

- Innovation Circuits: Fostering Creativity and Innovation

Innovation circuits promote innovative thinking at all levels of the organization. It focuses on identifying opportunities (O) for improvement in business processes that add value (V) to the business developing innovative ideas (I) through the OVI approach and targeted innovation events. The innovation circuit provides the structure, roles and responsibilities, and policies for the documentation; and evaluation, implementation, and recognition of ideas implemented while promoting collaboration.

Focus Areas: Innovation, Culture

Karen Kusler

- Chain, Chain, Chain ... Drawing a Crowd With Strategies to Strengthen Links With Lean Principles

As Aretha Franklin belts out “Chain, Chain, Chain,” John Travolta draws a crowd on the dance floor. Strategies to get employees to dance, skip, and move forward with the use of lean principles will be illustrated using examples of lean events and management structures from a wide range of institution types (public, private, university, and colleges). Participants will leave with options of how to structure change movement at their institution. Kusler’s experience with different types of institutions and states brings a rich discussion to the presentation. Innovation to strengthen weak links is a balance of people and process.

Focus Area: Strategy, Culture of Change, Lean



Conference Sessions



2:00 p.m. – 2:50 p.m.

Nicole Radziwill

- What Does the 2015 ASQ Future of Quality Report Reveal About Innovation?

If innovation is quality for tomorrow, then each of us should be aware of what the ASQ 2015 Future of Quality Report has to say. In this session, you will learn about the main points in each of the 12 essays from this year's futures report, through the lens of what each one indicates about innovation. The essays focus on leadership, security, international trends, next-generation manufacturing, the public sector, healthcare, education, energy, customer experience, continuous improvement, sales, and our shifting discipline. We will collectively consider implications for strategy and professional development with respect to three key themes that span the essays.

Focus Areas: Strategy

Mohammed Alomairy

- Building the Innovation Machine Inside Your Organization

Despite the fact that innovation is becoming the lifeline for organizations going into the 21st century, leaders are struggling to develop and manage innovation within their organizations. Two opposite flows will be introduced in this presentation: a top-down flow based on Baldrige framework that is used by senior management to create the culture and the system thinking for innovation management, and bottom-up flow based on lean startup that is used by employees as an innovation process for ideation, experimentation, and development.

Focus Area: Innovation Management, Culture, Strategy, Lean Startup

Cheryl Tulkoff

- The Role of Advocacy in Innovation

Ideas matter. However, the successful implementation of innovative ideas requires advocacy—the ability to sell to the people who make decisions in organizations. The most successful people are those who have learned how to advocate their ideas to gain interest, support, and funding from decision makers. Regardless of position, everyone must perform the role of salesperson at some point in their careers. To sell successfully, individuals must learn to communicate their ideas clearly, understand how their brands shape opinions, and learn how to build partnerships and alliances with subordinates, peers, and managers. Finally, they must also learn to “pre-sell” their ideas.

Focus Areas: Strategy, Tools, Education, Commercialization, Innovation Process



3:00 p.m. – 3:50 p.m.

Johannes Flecker

- Songwriting Hacks for a Better Mission Statement

Did you know that the word “happy” is repeated 67 times in Pharrell Williams’ hit song? It’s the perfect example of aligning a song to one word and one topic. A great mission statement also focuses on the essence of a company. With examples and lessons from hit songs and international organizations, the participants learn four songwriting techniques to immediately evaluate and reshape their own mission statement. With insights from management consulting and music, songwriting hacks and lessons from organizations and hit songs are highlighted. This session is designed for an audience in marketing, product development, and strategy work.

Focus Areas: Mission Statement, Strategy, Startups, Leadership Development

Dawn Garcia

- Organizational Innovation: Strategy Seeds for Growth

Successful organizations innovate to get ahead of the competition, to win customers, and to grow the business. Yet, when a group of CEOs are asked about their top three concerns, one of them is how to build organizational innovation. Why is there a practice disconnect here? This session highlights a systematic approach to help senior leaders build innovation into their strategy and operational plans, creating a true culture of innovation. Attendees will learn how to create an innovation strategy; how to cascade innovation into business operations; how to develop robust innovation teams; and how to harvest real innovation results.

Focus Areas: Strategy, Culture

Ian Meggarrey

- Additive Manufacturing: A New Dimension in Production

Additive manufacturing, commonly known as 3-D printing, has been around for decades. Recent development has been accelerating at a dizzying pace. This recent development has been so rapid that in one industry already, any companies that did not switch to additive manufacturing have gone out of business. In addition to a brief case study on that change, this session will cover the various types of additive manufacturing in development, as well as other potential changes to industries resulting from these developments.

Focus Area: Strategy



Conference Sessions



4:00 p.m. – 4:50 p.m.

Jane Keathley

- Is it Innovation or Improvement?

Both “innovation” and “improvement” are used with great frequency in our culture, and people often have different intentions and understandings about these terms. Because they are important terms in leading and managing successful organizations, understanding these terms and how to apply them is useful. In this presentation, learn how high-performance organizations define, integrate, and balance their innovation/improvement programs for maximum results.

Focus Area: Culture of Innovation

David Foster

- Innovation and Quality Management: Our Roadmap and Experiences Along the Way

Building an innovation culture within an organization is no easy task. It’s more than a matter of “build it and they will come.” Within our organization, innovation historically occurred with small, specialized teams charged specifically with that goal. Three years ago, we started down a five-year roadmap to create a broader innovation culture whereby innovation would become ingrained into the fabric of the organization. Key to this roadmap was linkage of the innovation program with the quality management program. This presentation reviews our roadmap, key milestones, and successes to date.

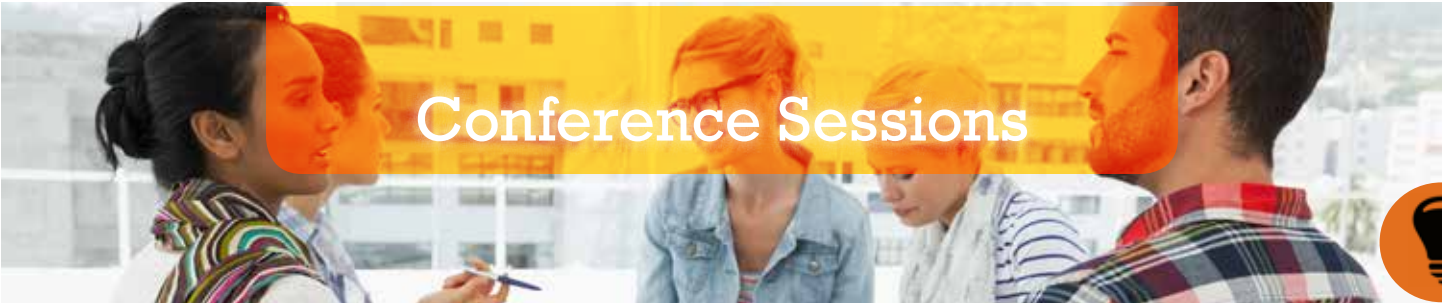
Focus Area: Culture

Lory Wingate

- Project Management in R&D: Using Tailored Processes to Ensure Quality Outcomes

The appropriate application of project management techniques can be the foundation upon which quality research and development (R&D) success can be achieved. R&D activities have an inherent ambiguity, a need for creative exploration, and often lack defined scope, milestones, and outcomes. However, implementing a tailored project management approach allows one to categorize activities, bound them, and then track progress along a defined course of action. Project management processes also provide the insight necessary to make informed decisions about R&D progress along a trajectory, to take definitive action to stop or change course, and to document and use the results of experiments and testing to make timely course corrections. Lory Wingate will be discussing the project management methods that can be employed for R&D activities to achieve optimal quality results.

Focus Areas: Processes, Tools for R&D, Program Management, Systems Engineering



Sunday Workshop Speaker: Shizuka Modica

“Smart Creatives” for Innovation, Thus Quality?

9:00 a.m. – Noon

The source of innovation is our creativity, right? Google’s “Smart Creatives” have been driving its unprecedented global growth and have continuously innovated the ways we interact with the world— personally and business-wise. Evidently, “Smart Creatives” are also redefining what leadership, management, corporate culture, and corporate structure should be. Should other industries and organizations adopt what works for “Smart Creatives”? This workshop will facilitate participants to: 1) discuss innovation lessons from Google; 2) explore their relevance to participants’ organizations and industries; and 3) create initial strategy and action plans for personal and/or organizational use.

Focus Areas: Leadership, Management, Strategy, Culture, Structure, Action Plans

Workshop Facilitator: Shizuka Modica is an expert on high performance, meaningful work, and change. Through workshops and coaching, Shizuka helps organizations and individuals be at their best and sustainably grow. In addition to the work at i.m.i. institute, LLC, Shizuka teaches at the Kyoto College of Graduate Studies for Informatics as Professor of Organizational Behavior and Leadership. She earned her master’s in education from the Harvard Graduate School of Education and her Ph.D. in higher education from the University of Virginia. In her spare time, she enjoys traveling, organic gardening, and practicing Yoga for her sanity and mindfulness development.



4TH ANNUAL ASQ INNOVATION CONFERENCE

San Diego, CA • September 2016

Hosted by the ASQ Innovation Division and San Diego Section 0703

