



JANUARY 10TH DINNER MEETING HIGHLIGHTS

Technology Innovation Meets Improvisation - Go Beyond Business as Usual



Sarah Finch, Producer and Director of Learning for Second City Communications and Christopher W. Miller, Founder of Innovation Focus collaborated in educating the audience about a rigorous structured new product development process and an improvisational attitude. Second City Communications is a division of The Second City, a comedy club, that specializes in sketch comedy and improvisation. Innovation Focus is a customer research and new product discovery firm that works in partnership with Second City Communications.

The audience was constantly engaged to participate in this interactive session. Sarah and Chris solicited input from the audience about common hurdles to idea generation and innovation and taught how to overcome these. Everyone learned (via role plays) the difference it makes in how people respond to a new idea be it: with “no”, “yes, but...” or “yes, and...”

Chris also shared a number of examples on innovation with one of his earliest clients, the Hershey Corporation (and he distributed a lot of candies in the process). Copies of Mr. Miller's latest



“airplane book”, a booklet full of very valuable information, articles and case studies on invention, innovation and improvement were on hand for attendees.

The Evening's Raffle Winners!



David LeVally – Mays Chemical Company
Julie Mazzoleni – Fonterra
Sakharam Patil, PhD – S.K. Patil and Associates
Sandy Allendorph - Danisco