

**2019 PROGRAMME**

**HR LEADERS' DISCUSSION FORUM – INNOVATION: THRIVING IN A WORLD WHERE EVERYTHING CAN BE COPIED**



**European Discussion Forum with Research Paper**

**Date**

Wednesday 3 July  
12.30 Registration and Lunch  
13.30 – 16.30 Session  
16.30 – 18.00 Informal drinks and further networking

**Venue**

The Hotel Brussels  
Boulevard de Waterloo 38  
1000 Brussels  
Belgium

**WHO IS IT FOR?**

HR Directors and Senior Leaders – by invitation.

**OVERVIEW**

Despite patent protection, market dominance and financial resources, in our world of rapid innovation, copycat competition poses a major threat to all businesses. How can organisations shield themselves and what part do their people play in this?

**CONTENT**

In today's marketplace, companies not only have to repel copycats but also need to continuously innovate, making strategic use of technology whilst leveraging shifts in the marketplace – 'Leap Strategy'. In addressing this issue, Professor Howard Yu will discuss how companies can succeed in this environment and how to build organisational readiness for the future. Crucially, what must HR do to enable a complex business to 'leap'? Drawing on examples of success and failure through case studies, Howard will discuss:

- how sectorial shifts, triggered for example by analytics, robotics or managerial creativity, can be anticipated, identified and implemented to leverage competitive advantage
- the imperative of conceptualising innovation by focussing on customer needs
- scaling up disruptive ideas in complex organisations – ideas need to be strategically managed to realise the upside for the business
- what are the skills and behaviours we need from our people in this dynamic and complex business model of the future?

Prompted by Howard's remarks and under Chatham House rules, we will explore what we can do to help our organisations endure and prosper in a world of constant innovation.

*"CRF events are the ones that we always make time to attend, because we know the investment will be worth it. The quality of content, presenters and attendees is consistently outstanding and manages to perfectly bridge broad, future-focused academic thinking with pragmatic, practitioner-led discussion."*

**Neil Morrison**

Group HR Director, Severn Trent



**Professor Howard Yu** is the author of *LEAP: How to Thrive in a World Where Everything Can Be Copied*, and LEGO Professor of Management and Innovation at the IMD Business School in Switzerland. In 2015, Howard was featured in *Poets & Quants* as one of the Best 40 Under 40 Professors. He was shortlisted for the 2017 Thinkers50 Innovation Award, and in 2018 appeared on the Thinkers50 Radar list of the 30 management thinkers "most likely to shape the future of how organizations are managed and led." Howard received his doctoral degree in management from Harvard Business School.