



COMPLEXITY IN ACTION NETWORK (CANet)
THE NORTHWESTERN INSTITUTE
ON COMPLEX SYSTEMS (NICO)

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CANET INNOVATION LAB AGENDA Thursday, February 15th – Friday, February 16th 2007

*Accelerating Internal & External Market Uptake:
Tapping Key Network Leverage Points for
Adoption of Ideas & Products*

Thursday, February 15th 8:30am – 6:00pm

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| 8:30 – 8:45 | Introductions
<i>Jean Egmon, CANet Director</i> |
| 8:45 – 10:30 | Leadership Tools for Making Your New Ideas Infectious to Your Firm & Your Market: Lecture & Simulation
<i>Brian Uzzi, Professor of Management & Sociology, Kellogg School of Management</i> |
| 10:30 – 10:45 | <i>Break</i> |
| 10:45 – 12:30 | Leadership Tools for Making Your New Ideas Infectious to Your Firm & Your Market, Cont. |
| 12:30 – 1:30 | <i>Lunch</i> |
| 1:30 – 2:45 | Leadership Tools for Making Your New Ideas Infectious to Your Firm & Your Market: Debrief |
| 2:45 – 3:00 | <i>Break</i> |
| 3:00 – 4:00 | Small Group Synthesis |
| 4:00 – 4:45 | Report Out |
| 4:45 – 5:00 | <i>Break</i> |
| 5:00 – 6:00 | Second-Hand Brokerage
<i>Ron Burt, Professor of Sociology and Strategy, The University of Chicago Graduate School of Business</i> |
| 6:00 – 6:30 | <i>Cocktails</i> |
| 6:30 | <i>Dinner</i> |

Friday, February 16th 8:30am – 11:30am

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| 8:30 – 10:30 | Competitive Strategies for Market Uptake
<i>Greg Carpenter, Professor of Marketing, Kellogg School of Management</i> |
| 10:30 – 10:45 | <i>Break</i> |
| 10:45 – 11:30 | Competitive Strategies for Market Uptake, Cont. |
| 11:30 – 12:00 | Wrap-Up |



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