



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

CHAMBERS HALL  
600 FOSTER STREET  
EVANSTON, ILLINOIS 60208-4057  
T . 847 467 1297  
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## COMPLEXITY IN ACTION CONFERENCE 2007

Monday, October 8<sup>th</sup> – Tuesday, October 9<sup>th</sup>

*Making Complexity Your Business:*

*Creating New Business Models While Managing Risks*

### Monday, October 8<sup>th</sup>

- |               |   |
|---------------|---|
| 8:00 – 8:30   | Check-In  |
| 8:30 – 9:15   | Introductions & Complexity Framework  |
| 9:15 – 10:00  | We Saw It Coming –<br>Applications to Risk & Reputation Mgmt<br><i>Daniel Diermeier, Kellogg School of Management</i>   |
| 10:00 – 10:15 | Break   |
| 10:15 – 11:15 | The Flexible Airline – Applications of Complexity<br>in Building a New Business Model<br><i>Bruce Sawhill &amp; Jim Herriot, DayJet</i>                           |
| 11:15 – 12:00 | Dialogue: Applying the Framework &<br>Implications for Practice   |
| 12:00 – 1:30  | Lunch: Stone Soup – Complexity by Design  |
| 1:30 – 1:45   | Framework Application   |
| 1:45 – 2:45   | Applying Complexity the Wrong Way (How <i>not</i><br>to do it)<br><i>John Ward, Route One</i>   |
| 2:45 – 3:15   | Break   |
| 3:15 – 4:15   | Seeing Business Valuation through a Glass, Darkly:<br>New Insights from Complexity Theory in Business<br>Valuation & Analysis<br><i>Tim Vlamis, StrategyScope</i> |
| 4:15 – 5:00   | Dialogue: Applying the Framework & Implications<br>for Practice   |
| 5:00 – 6:30   | Cocktails & Appetizers  |



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## Tuesday, October 9<sup>th</sup>

- |               |   |
|---------------|---|
| 8:00 – 8:30   | Coffee Break  |
| 8:30 – 8:50   | Day One Debrief   |
| 8:50 – 9:50   | Improving Design & Quality at General Motors<br><i>Seyed Iravani, McCormick School of Engineering</i>                                     |
| 9:50 – 10:10  | Break   |
| 10:10 – 11:10 | Moving from the Traditional to the Organic: An Engineering Case (Pembroke Engineering)<br><i>John Batten, Glamorgan University, Wales</i> |
| 11:10 – 12:00 | Dialogue: Applying the Framework & Implications for Practice  |
| 12:00 – 1:00  | Lunch: Stone Soup – Complexity by Design  |
| 1:00 – 2:00   | Using Complexity to Change Welsh Manufacturing: A Non-Academic Approach<br><i>Paul Thomas, Glamorgan University, Wales</i>                |
| 2:00 – 3:00   | Enabling Knowledge Networks to Enhance Innovation<br><i>Noshir Contractor, McCormick School of Engineering</i>                            |
| 3:00 – 3:20   | Break   |
| 3:20 – 5:00   | Final Implications & Synthesis  |
| 5:00 – 6:00   | Cocktails   |
| 6:00 – 8:00   | Dinner  |



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