



**Aspen First Movers Summit III:
A Festival of Leadership and Innovation
Agenda**

Connect—Collaborate—Learn—Inspire—Envision

Thursday, October 1

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| 2:00 pm | Envision | <p>Future Back Strategy Workshop with Josh Suskewicz, Partner, Innosight.</p> <p><i>Workshop will be held at Microsoft – 11 Times Square (42nd & 8th Ave.) in the Winter Garden 5412 Conference Room located on the 5th floor.</i></p> <p>Innosight, the innovation strategy firm founded by Clayton Christensen, specializes in helping clients find and deliver new growth platforms. One of the key tenets of their work is that breakthrough innovation is grounded in insight into the world of tomorrow, not planning for the world of today. Josh will introduce a methodology – Future Back Strategy – for developing future-oriented strategies, and we will practice applying it to individual projects and our impact clusters.</p> |
| 4:00 pm | | <p>Bus to Glen Cove Mansion. Glen Cove, New York Meet in Lobby at 11 Times Square</p> |
| 6:15 – 7:00 pm | Connect | <p>Cocktail Reception Outdoor Patio</p> |
| 7:00 – 8:00 pm | Connect | <p>Dinner Oak Room</p> |
| 8:00 – 9:30 pm | Connect | <p>Return to the campfire. Fellows meet with their own classes to catch up. Check your program for room assignments.</p> |

Friday, October 2

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| 6:45 – 7:30 am | Inspire | <p>Yoga – Gym</p> |
| 7:30 – 8:30 am | Connect | <p>Breakfast Buffet – Garden Dining Room</p> |
| 8:45 – 9:15 am | Inspire | <p>Reflection – Dave Sluyter, facilitating. Embassy Room</p> |
| 9:15 – 9:45 am | Envision | <p>Building the First Movers Community: Examples to Inspire Action Embassy Room</p> |

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| 9:45 – 10:30 am | Connect | <p>“Speed Updating” across classes. Facilitator: Laura Clise, Plum Creek. Fellow since 2012. Forum Room</p> |
| 10:30– 11:00 am | Connect | <p>Networking Break – Refreshments outside Embassy Room</p> |
| 11:00 – noon | Learn-Deep Dive/Inspire | <p>Reflections on Aristotle’s timeless question: What is the Good Life? Small group discussions to be facilitated by: Safir Bellali, VF Corporation. Fellow since 2014. Elm Hailey Brewer, IDEO. Fellow since 2013. Birch Angie Frank, Nike. Fellow since 2012. Nassau/Suffolk Nathan Waterhouse, OI Engine IDEO. Fellow since 2011. Poplar</p> |
| <p>Noon – 1:45 pm</p> <p>Learn-Deep Dive</p> | Connect | <p>Lunch – Garden Dining Room</p> <p>Panel: Developing the Business Leaders We Need for Today and Tomorrow We’ll feature Fellows who have developed path-breaking leadership development programs at their companies. We will explore how these programs contribute to a company’s capacity to value/encourage social intrapreneurship. Nicola Acutt, VM Ware. Fellow since 2012. John Renehan, GE. Fellow since 2011. Moderator: Dave Gallon, Toyota, Fellow since 2013.</p> |
| 2:00 – 3:30 pm | | <p>Multiple options (select one)</p> <p>Collaborate Peer coaching session. Using traditional crafts to create luxury alpaca Products. Presenter: Magda Kot, my alpaca Ltd. Fellow since 2009. Birch</p> <p>Peer coaching sessions are small (5-6 participants in each session plus the presenter.) They are designed to help individual Fellows tackle specific challenges. We’ll use the Young Presidents’ Organization structure for the sessions.</p> <p>Peer coaching sessions provide an opportunity for the presenter to get thoughtful advice and for the coaches to learn a particular format for effective coaching.</p> <p>Envision Aspen BSP’s winter 2016 West Coast meeting. Participate in a planning session to design a west coast meeting for Leaders Forum members, First Movers and invited guests. This meeting will focus on the following question: What human resource/talent development practices are most effective for supporting a company’s sustainability/social innovation strategy? Elm</p> |

Learn-Skills **Leading and Innovating through Powerful Questions.**
Shari Cohen, First Movers Design Team, facilitating.
[Forum](#)

Whether you are getting others on board for an idea they initially oppose or you want to open yourself to learning from others to improve your own thinking, open ended questions and holding another's agenda are essential skills for an innovator. One First Mover, for example, faced opposition from an influential colleague. He didn't try to convince him. Rather, he asked: "What would it take for you to say yes to this idea?" The question was disarming, causing the other person to break out of his habitual way of thinking.

In this experiential workshop participants will learn:

- The art of crafting powerful open ended questions for stimulating new ways of thinking and generating buy-in.
- How to hold another's agenda and fully take in another's perspective.

Collaborate **Workshop: An Integrated Approach to Water Stewardship in Emerging Mega Cities.**
Manoj Fenelon, PepsiCo. Fellow since 2013, facilitating.
[Nassau/Suffolk](#)

This workshop will look across impact clusters and consider whether there is a project that Fellows could work on collectively. Fellows will be invited to share how their work does – or could – contribute to greater stewardship of water. Many dimensions of stewardship will be considered, including:

- Increasing supply – e.g. desalinization using renewable energy, rainwater collection, run-off prevention, etc.
- Recycling existing water supplies – water treatment and recovered water, different grades of water for different uses, etc.
- Improving water access – e.g. building a network of public water-fountains/taps; decentralized filtration technology. Location-based apps, etc.
- Raising consciousness – water quality monitoring; water savings mechanisms and reward programs; public art installations and other civic engagement programming, etc.
- Building resilience – preventing flooding and other disasters.

3:30 – 4:00 pm **Connect** **Networking Break – [Refreshments outside Embassy Room](#)**

4:00 – 5:00 pm **Opening Session for all Fellows and guests**
Welcome: **Nancy McGaw**, Aspen BSP.
[Embassy Room](#)

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| | Inspire | First Mover Stories from 3 Continents. Three Fellows will share insights from their First Mover Projects. Embassy Room |
| | | <ul style="list-style-type: none"> • Renata Frolova, Maersk Group. Denmark. Fellow since 2013. • Carlos Abogabir, GeCo. Chile. Fellow since 2013. • TJ DiCaprio, Microsoft. U.S. Fellow since 2015. • Moderator: Rahul Raj, ecobee. Canada. Fellow since 2011. |
| 5:00 – 5:30 pm | Connect | Icebreaker – #MyFirstMove Trisha King , Aspen BSP, facilitating. Embassy Room |
| 5:30 – 6:45 pm | Inspire | Stepping up to Go Beyond Individual Company Impact Embassy Room |
| | | <ul style="list-style-type: none"> • Antoni Ballabriga, BBVA. Recently elected President of DIRSE, the Spanish association of CSR professionals. Fellow since 2010. • John Buckley, BNY Mellon. Working with the UN and other companies to achieve the new Sustainable Development Goals. Fellow since 2011. • Hamlin Metzger, Best Buy. Member of the board of directors the board of the Electronic Industry Citizens Coalition and leading the task force on conflict minerals. Fellow since 2010. • Karin Reiter, Zurich Insurance. Working with the EU and U.S. policy makers on setting benchmarks for assessing community resilience. Fellow since 2013. • Moderator: Nick Ellis, Hirabl. Fellow since 2014. |
| 6:45 – 7:30 pm | Connect | Cocktail Reception – Outdoor Patio |
| 7:30 – 9:00 pm | Connect | Dinner – Garden Dining Room |
| After dinner | Connect | Karaoke – Pub 1920 (third floor) |
| <u>Saturday, October 3</u> | | |
| 6:45 – 7:30 am | Inspire | Yoga – Gym |
| 7:30 – 8:30 am | Connect | Breakfast Buffet – Garden Dining Room |
| 8:45 – 10:45 am | Envision | Impact Cluster Workshops. In these workshops, participants will share insights based on their own work and look for opportunities to collaborate and develop ways to communicate thought leadership to the public. Each workshop will be facilitated by First Mover Fellows. |

Select one of the following: We'll take a short break at 90 minutes in case you want to visit one of the other clusters.

| Impact cluster | Facilitators |
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| <p>Community Development: How can we create and nurture resilient and sustainable communities? Suffolk</p> | <p>Nikki Foster, Northwest Area Foundation. Fellow since 2011 Josh Henretig, Microsoft. Fellow since 2012.</p> |
| <p>Energy Use/Renewable Energy/Infrastructures: What are breakthrough business strategies and products that will produce greater energy efficiency in the next 10 years and how do we move to more scalable energy solutions? Nassau</p> | <p>David Bennett, Bennett Consulting. Fellow since 2014. Rahul Raj, ecobee. Fellow since 2011.</p> |
| <p>Financial Inclusion: What products and services are needed to better serve under-banked populations and decrease the gap between rich and poor? Elm</p> | <p>Felipe Botero, Microinsurance Centre. Fellow since 2009. John Thompson, Center for Financial Services Innovation. Fellow since 2011.*</p> |
| <p>Leadership Development/Employee Engagement: How are we preparing the next generation of business leaders who will have the capacity to align business activities with the long-term health of society? Forum</p> | <p>John Renehan, GE. Fellow since 2011. Matt Sonefeldt, LinkedIn. Fellow since 2013.*</p> |
| <p>New Business Models/Technology for Social Impact: What business models are emerging that fundamentally change how companies achieve financial success and social and environmental progress? Embassy</p> | <p>Anupam Bhargava, Dolphin WaterCare. Fellow since 2010. Dave Gallon, Toyota. Fellow since 2013.</p> |
| <p>Organizational Culture: How do we ignite and sustain organizational culture change? Birch</p> | <p>Jenifer Bice, Walmart. Fellow since 2012.* Drummond Lawson, Arcteryx. Fellow since 2009. Therese Lee, Google. Fellow since 2013.*</p> |
| <p>Supply Chain: How can companies optimize their supply chains to maintain profitability and the highest standards of human rights and environmental impact? Poplar</p> | <p>Marika McCauley-Sine, Mars. Fellow since 2010.* Hamlin Metzger, Best Buy. Fellow since 2010.</p> |

*Serving as co-lead for the cluster but will not be at the Summit.

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| 10:45– 11:15 am | Connect | Networking Break – Refreshments outside Embassy Room |
| 11:15– 12:30 pm | Inspire | Plenary Session – headlines from cluster workshops. Where do we go from here? Embassy Room |
| 12:30 –2:00 pm | Connect Learn-Deep Dive | Lunch – Garden Dining Room Transformational Leadership: Rethinking the Conventional Leadership Models. Friedrich Kuhn, Partner, Egon Zehnder. Moderator: Anupam Bhargava , Dolphin WaterCare. Fellow since 2010. |
| 2:30 – 4:00 pm | | Multiple options (select one) |
| | Learn-Deep Dive | Workshop with Egon Zehnder. Implications of new leadership model. How First Movers can demonstrate capacity in the 5 areas that define the new model. Forum Moderator: Anupam Bhargava , Dolphin WaterCare. Fellow since 2010. |
| | Envision | Sustaining the First Movers community. What are the opportunities to build on the collective wisdom of the Fellows? How do we capture and leverage Fellows’ knowledge – and produce revenues that will sustain the First Movers? Elm |
| | Collaborate | Workshop: Leveraging market-based principles to enable more sustainable, resilient cities. Nassau/Suffolk Co-facilitated by: Josh Henretig , Microsoft. Fellow since 2012. Lee Ballin , Bloomberg LP. Fellow since 2013. City resilience is a broad term that refers to the ability to withstand economic, climate, political, health and social challenges and shocks that have become part of our 21st century world. It requires new kinds of partnerships, new technologies and new financial models to accelerate the development of energy, transportation, water and buildings — systems that underpin a wide range of critical city services. This workshop will explore these dependencies and will identify replicable models that can contribute to more sustainable cities. Participants should plan to come ready to roll up their sleeves and engage — and should expect to walk away with new insights and connections. |
| | Collaborate | Peer coaching session. Sharing the knowledge and power of crystals. Birch Presenter: Mayra Hernandez , Banorte. Fellow since 2012. Peer coaching sessions are small. (5-6 participants in each session plus the presenter) They are designed to help individual Fellows tackle |

specific challenges. We'll use the Young Presidents' Organization structure for the sessions.

Peer coaching sessions provide an opportunity for the presenter to get thoughtful advice and for the coaches to learn a particular format for effective coaching.

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| 4:00 – 5:30 pm | Connect | Open Space. We invite you to convene your own conversations or take advantage of the recreational options at Glen Cove. Feel like heading outdoors? Try a paired walk. Just invite another participant for a conversation and a walk around the grounds. |
| 5:30 – 6:45 pm | Inspire | Innovation within the Food Industry: Four Fellows working across the value chain in the food industry will tell their First Mover project stories. Sycamore Room <ul style="list-style-type: none">• <i>Using analytics help farmers increase crop output with less land, water and other inputs.</i> A video overview from Joe Byrum, Syngenta. Fellow since 2012.• <i>Helping the dairy industry supply chain create systemic, sustainable value.</i> Erin Fitzgerald, Dairy Management Inc. Fellow since 2009.• <i>Tackling food waste while feeding the food insecure.</i> Megan Burritt, Raley's Family of Fine Stores. Fellow since 2014.• <i>Developing sustainable organics recycling strategies.</i> Eric Myers, WasteManagement. Fellow since 2013.• Moderator: Diana Simmons, Clif Bar & Company. Fellow since 2011 |
| 6:45 – 7:30 pm | Connect | Cocktails – Outdoor Patio |
| 7:30 – 9:00 pm | Connect | Dinner – Embassy Room |
| After dinner | Connect | Conversation and Dancing – Embassy Room |

Sunday, October 4

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| 7:30 – 8:30 am | Connect | Breakfast Buffet – Garden Dining Room |
| 8:45 – 9:20 am | Inspire | Reflections: Dave Sluyter, facilitating – Embassy Room |
| 9:30 – 10:30 am | Learn-Deep Dive | Back to School: Workshops with faculty experts who will share their latest research and invite input. |

Multiple options (select one)

The Power of a “Design Attitude” to Drive Social Innovation and Organizational Change with Mariana Amatullo, PhD.

Forum

Drawing on the findings of her dissertation the Weatherhead of Management, *Design Attitude and Social Innovation: Empirical Studies of the Return on Design* (2015), and on practitioner insights from more than a decade of leading design for social innovation projects globally, Dr. Amatullo will lead a dynamic discussion that will invite us to reflect on the promise of adapting the key traits and capabilities of a “design attitude” to promote team learning, collaboration and impact in our organizations and companies.

Empathy in Leading Change: Strategies from Neuroscience with Christopher Adkins, PhD, The College of William & Mary.

Nassau/Suffolk

Empathy is one of the most powerful tools we have to lead change - and yet this skill is often overlooked or underdeveloped. Dr. Adkins will guide a discussion on empathy in your work, and provide strategies from neuroscience to help you build trust and collaboration, spark innovation, overcome blind spots, and harness multiple perspectives.

Positive Leadership: The Game with Chris White, Managing Director, The Center for Positive Organizations, University of Michigan.

Birch

This will be an energizing and practical session, connecting research-based strategies to the challenges and opportunities on which you are working. The *Positive Leadership* card game was designed at the Center for Positive Organizations to help generate innovative solutions to business problems through structured brainstorming. The game uses the underlying principles of positive organizations to spark multiple strategies for leading positive change and development.

10:30– 10:45 am

Break

10:45 – noon

Envision

#MyNextMove

Moving to the next stage of action and impact.

Embassy Room

Noon

Adjourn

Noon – 2:00 pm

Lunch (optional) – Garden Dining Room