



Council for Innovation and Commercialization

Agenda

Wednesday, February 1st, 2023

10:30 a.m. – 3:00 p.m. EST

Theme: Measuring Up!

Canada continues to suffer from poor innovation performance, as measured by well-established indicators, such as business R&D, patents, and labour productivity. The global economy looks much different now than in 2019, which looked different from 2007. As governments and businesses grapple with these new realities and innovation eras, ensuring that we measure and, consequently, incentivize performance in the appropriate metrics is crucial. In our virtual Winter meeting, we'll discuss all things measurement, from firms to countries.

Learning Objectives

- **UNDERSTAND** the current state of affairs in innovation performance measurement
- **IDENTIFY** new and existing metrics that should be central to measurement
- **EXPLORE** what peers are measuring
- **LEARN** about how The Conference Board of Canada is approaching this challenge

Contact

Deborah Fleck, Senior Manager, Executive Networks
fleck@conferenceboard.ca

Morgen Dietz, Meeting Coordinator
dietz@conferenceboard.ca

Janice Francisco, Strategic Council Advisor
janice@bridgepointeffect.com



Schedule

10:00 a.m. Pre-meeting Networking

10:30 a.m. Welcome and Opening Remarks

10:40 a.m. Presentation and Discussion: Innovation Accounting – Measuring your Company's Innovation Investment

Innovation is sitting higher and higher on the needs list of every company. But can it be measured? Can leaders get an accurate reading on the impact the investment in innovation has on their organizations? Can they take data-driven decisions about their companies' innovation engine? Can they remove guessing, personal biases and subjectivity from their next, innovation-related, decisions?

Therefore the ability to measure innovation is becoming an imperative for leaders that turn to innovation for growth of their companies beyond today's legacy core.

Join this session with the award winning author and innovation expert advisor, Dan Toma. Learn about how you can set up a system for measuring innovation in your company - to evaluate progress, make choices, set priorities, anticipate alternatives, manage risk, and, ultimately, maximize value generation from your efforts.

Dan Toma, OUTOME and Co-Author

12:30 p.m. Lunch and Networking

1:15 p.m. Panel Discussion: How Programs Measure Up!

- What are you measuring – why are you measuring it
- What are you trying to achieve
- Are you achieving it/what are the challenges

Ken Doyle, Executive Director, Tech-Access Canada

Kelly MacDonald, Manager, National Defence

Steven Schwendt, Director General, Strategy, Research and Results Branch, Innovation, Science and Economic Development Canada



2:15 p.m. Presentation and Discussion: Breakthrough Mindsets to Innovate, Change and Win with the O.G.I.

Over the last 15 years, Dr. Brett Richards has focussed his energies on measuring and improving innovation and growth capability within small, mid-sized and large-scale organizations in Canada and globally.

Brett has engaged in extensive academic and applied research, developed an applied tool to measure and improve organizational growth and innovation capability, and authored a book titled, *Growth Through Disruption: Breakthrough mindsets to innovate, change and win with the OGI*.

In this dialogue, Brett will focus on “lessons from the field” – sharing some of his experiences and perspectives related to measuring and improving organizational innovation. Topics will range from understanding the context in which innovation occurs, linking innovation efforts to top-line and bottom-line growth, some “inconvenient truths” related to improving organizational innovation, and what capabilities and Mindsets seem to be most pressing to strengthen innovation and growth capability.

Brett Richards, Founder and President, Connective Intelligence

3:00 p.m. Wrap-Up

3:15 p.m. Adjourn and Post Meeting Networking

When a meeting, or part thereof, is held under the **Chatham House Rule**, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed. Source: <https://www.chathamhouse.org/chatham-house-rule>