

batten institute

WEST COAST INNOVATORS' ROUNDTABLE

Leveraging Difference to Drive Innovation

29 October · San Francisco · The Box SF

AGENDA

8:30 - 9:00 a.m.

INFORMAL BREAKFAST

9:00 a.m. - 12:30 p.m.

LEVERAGING DIFFERENCE TO DRIVE INNOVATION

Discussion leader: Martin N. Davidson

Johnson and Higgins Professor of Business Administration, Darden School of Business

How can you outperform and out-innovate the competition? Darden Professor Martin Davidson says: embrace the power of difference.

Davidson, author of *The End of Diversity as We Know It: Why Diversity Efforts Fail and How Leveraging Difference Can Succeed*, will facilitate a discussion on how to optimally leverage your employees' different cognitive styles, backgrounds and perspectives for success. He will also explore how to sustain an environment in which diverse voices are heard to fuel innovation and drive results.

Key issues we will discuss include:

- How difference helps—and how it hinders—innovation and business outcomes (a.k.a., “Why D&I efforts in Silicon Valley are likely to fail”).
- Barriers to finding and harnessing the differences needed to innovate in your organizations.
- “Tales from the field”—practical solutions to some diversity challenges we have discovered through our research and consulting.

12:30 - 1:00 p.m.

LUNCH BUFFET

MARTIN N. DAVIDSON

*Johnson and Higgins Professor of Business Administration
Darden School of Business*

Education: A.B., Harvard College; Ph.D., Stanford University



Martin's research has changed how many leaders think about leadership and diversity. He challenges executives and diversity professionals globally to see diversity not just as a set of training programs. Instead, he helps leaders understand that business results flow from leveraging the differences that matter to their customers, employees and communities. His academic research appears in *Harvard Business Review*, *Administrative Science Quarterly*, *Research on Negotiation in Organizations*, *the International Journal of Conflict Management* and numerous other journals and volumes.

His provocative book, *The End of Diversity as We Know It: Why Diversity Efforts Fail and How Leveraging Difference Can Succeed*, introduces a research-driven roadmap to help leaders more effectively create and capitalize on diversity in their organizations. His most recent co-edited volume, *Positive Organizing in a Global Society*, is a collection of short essays from global thought leaders on innovative approaches to diversity and inclusion that create sustained change in organizations.

In addition to teaching leadership, organizational behavior, and organizational change in Darden's Executive Education and MBA programs, Martin consults with organizations in 25 industries on five continents His clients have included AT&T, Bank of America, General Electric, Johnson & Johnson, Rolls Royce, Tiffany & Co., and the U.S. Navy Seals.

Martin has served as Associate Dean and Chief Diversity Officer for the Darden School, and as the national chair of the Gender and Diversity in Organizations Division of the Academy of Management. He has been featured in numerous media outlets including the *New York Times*, *Bloomberg BusinessWeek*, the *Wall Street Journal*, the *Washington Post*, and National Public Radio. He has been a member of the Darden faculty since 1998. Previously, he was a member of the faculty of the Tuck School of Business at Dartmouth College.

For more information on Martin's current and developing work—including his upcoming book tentatively entitled *Embrace the Weird*—and to view his blog, "In My Opinion," visit www.leveragingdifference.com.