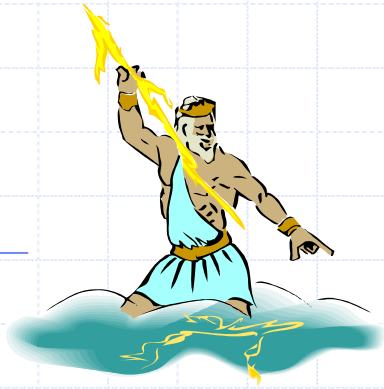

Disruptive Innovation & Creativity

Timothy S. Mescon, Ph.D.

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Coles College of Business

Kennesaw State University

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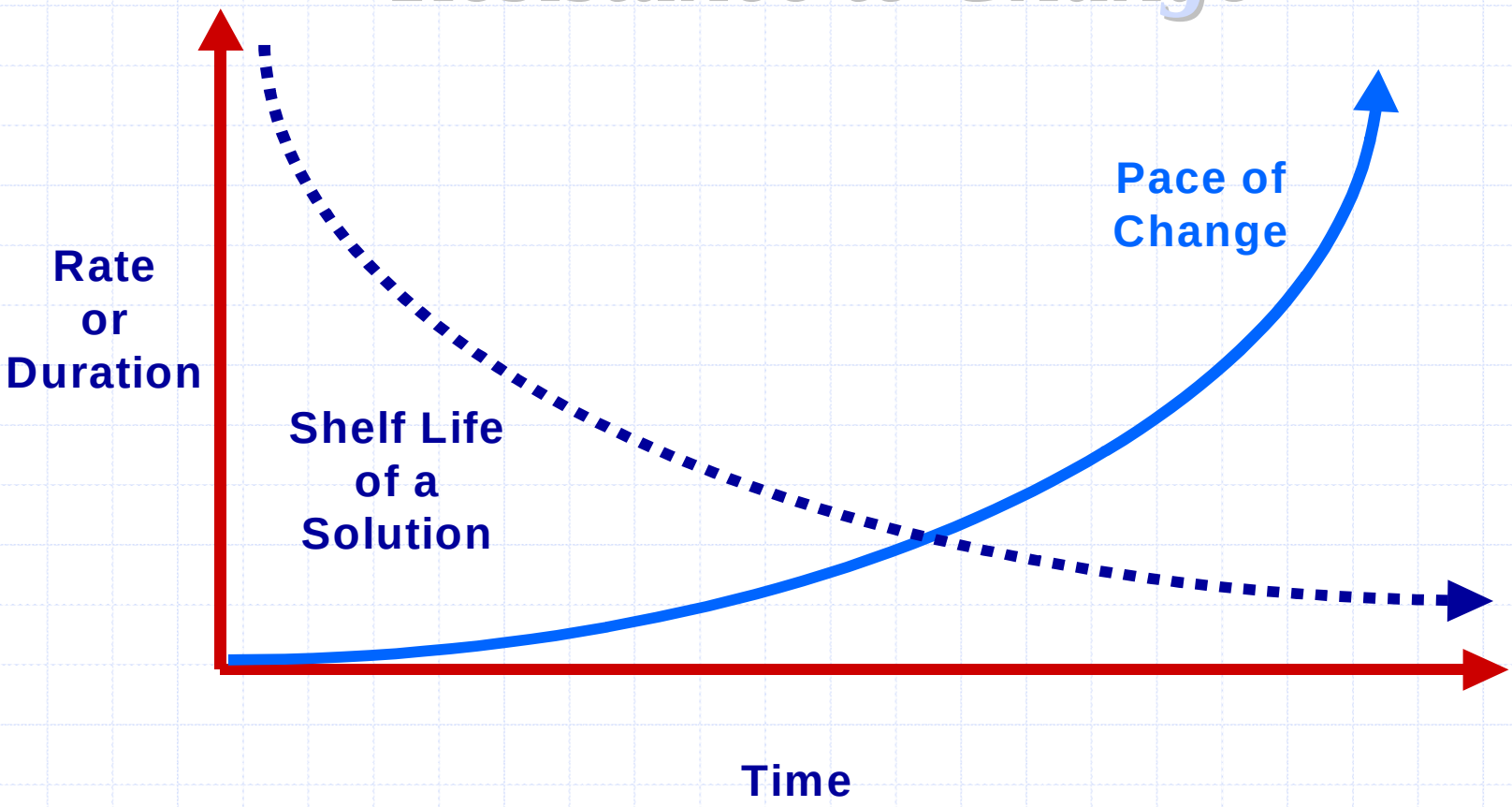
MY FRIEND BOB

Printpack: Quality People & Products

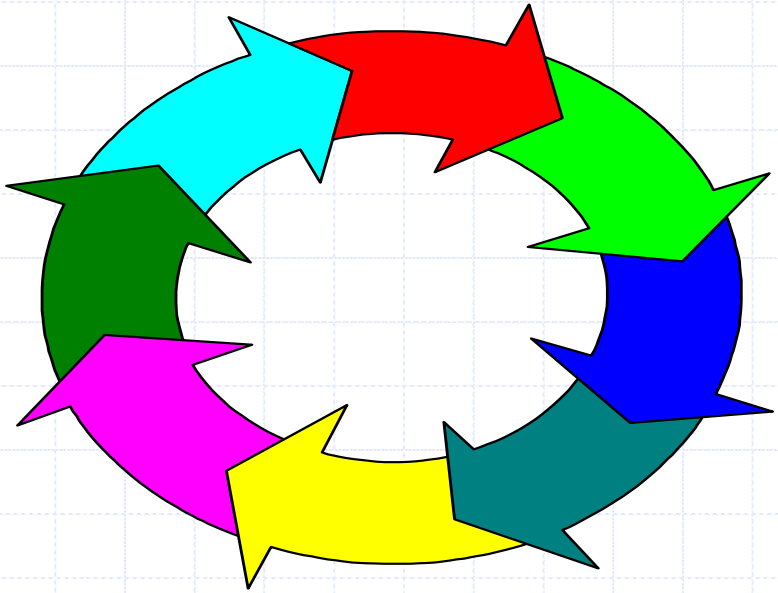
- But while our values may be old-fashioned, our methods certainly are not. We are constantly seeking ways to provide greater value to our customers. Printpack is a place where trust, respect and teamwork are highly valued; this environment fosters a great deal of innovation and encourages continuous process improvements. We know this dedication to progress gives us and our customers a competitive advantage in the marketplace.

Change is the Norm…

Your Challenge is Managing the Resistance to Change



Getting Back to Zero



Printpack: Innovation & Creativity

- At Printpack, we're never satisfied with the status quo. That's why we're constantly seeking new packaging solutions for our customers. Packages that provide consumer-friendly features with the high impact graphics and superior barriers properties that today's market demands. Here are just a few of our latest ideas.
- Stand up pouches, matte finish, tearguard^{tm},flexible boxes, P-Plus, Freshgard^{tm}

Disruptive Technology & Innovation

- Organizations often look for breakthrough inventions or technological discoveries to catapult their products into the ranks of the unique in today's hypercompetitive, global marketplace. Disruptive technology, introduced by Harvard Business School Professor Clayton Christensen, whose research has focused on technologically driven breakthrough improvements. My research indicates that while this may in fact provide the strategic leap sought by so many companies, many more businesses benefit from an incremental approach to innovation and creativity.

The Power of Disruptive Innovation

- Disruptive innovation theory is a particularly timely topic in today's business environment as it helps to explain why successful firms with established products are at risk of being pushed aside by new technologies and market entrants that will, over time, get better and become a serious threat.

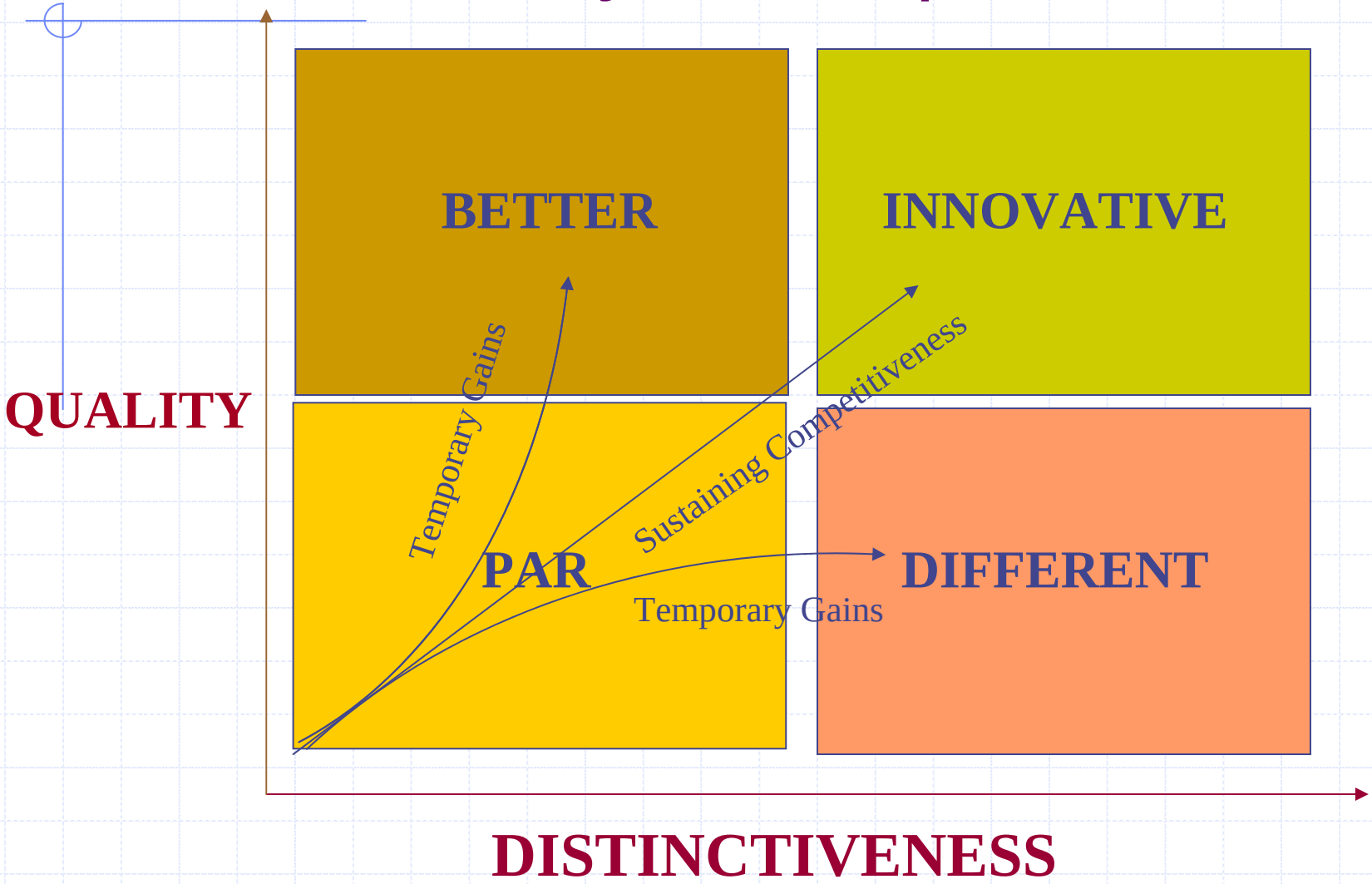
The Power of I^2

- To this end, I would like to introduce you to the Power of I^2, Incremental Innovation, and discuss how some enterprises benefit not from breakthrough inventions, but rather from a stepwise approach to entrepreneurship, innovation and creativity. For many manufacturers this approach is far more financially feasible and much more realistic in times of limited resources.

An Inquiring Mind & Innovation

- Innovators lead with value creation
- Innovators see opportunity where other see threats, possibilities where others see constraints
- Innovation is embedded in the culture; in the way things get done
- Innovation is formalized; a disciplined process to generate ideas, evaluate ideas, and bring ideas to life
- Innovators take risks; drive change
- Innovators are curious creatures: Why? What if? Why not?

Innovation: Key to Competitive Advantage



Out with the Old…In with the New

- Plymouth
- Oldsmobile
- Scion

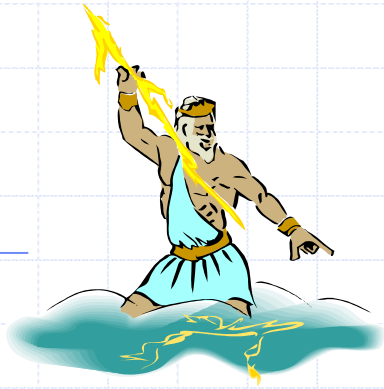
THE POWER OF LEADERSHIP & EXECUTION

jetBlue AIRWAYS

STARBUCKS
COFFEE

A CANOE TRIP ALONG THE CHATAHOOCHEE

LISTEN WITH 3 EARS



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