

Value-optimization in innovation – December 10th – 10.00-16.00

Topic	Description	Timing
1 Introduction	<ul style="list-style-type: none"> Welcome and participant introductions Objectives of today based on outcome of the participant survey Agreement on the 3 burning issues and Problem Cases to address during the day 	30 min
2 Insight sharing by ADL & group discussions	<ul style="list-style-type: none"> Defining fundamental “must-haves” and “nice-to-haves” in R&D and innovation, link to strategy and KPIs Re-allocating R&D budget across the project portfolio Articulating the business case for R&D investment Approaches to fast-track make-or-break innovation projects <p><i>Precise agenda will be based on specific issues of the participants (based on survey outcome)</i></p>	120 min <i>(including break)</i>
Lunch break	<i>(please inform us of any dietary restrictions you may have)</i>	60 min
3 Problem Case presentations	<ul style="list-style-type: none"> Presentations by 3 selected participants on their respective burning issues¹⁾ ADL impulse sharing and group brainstorming 	120 min
4 Wrap up & next steps	<ul style="list-style-type: none"> Summary and reflections on main workshop conclusions Workshop closing 	30 min

- The participant survey will be sent to you in advance and is optional but will allow us to tailor the presented content to your needs so we do encourage you to complete it – it takes no more than 10 minutes to complete. You will also be asked if you would like to present a Problem Case (see *next point*). Main benefit is that the group will collectively discuss the best fitting solution to your specific problem
- Problem Cases are short descriptions (1-2 slides) of a particular participant issue related to the workshop. It will be identified based on the survey outcome and discussed beforehand with presenters¹⁾

¹⁾ We will ensure a participant and Problem Case selection which allows an open exchange of ideas and experiences, avoiding the need to share or discuss any confidential or sensitive information with fellow participants

Route description

Our address:

Arthur D. Little Benelux N.V.
Strawinskylaan 10
1077 XZ Amsterdam

Arriving by train or metro:

Station: Amsterdam Zuid. Exit the station to the North (WTC buildings on right and left), walk 200m straight and cross the viaduct with the hanging clock. On the other side of the viaduct, there is a large bicycle parking on the left located in front of our dark grey building. Entrance at the revolving door.

Arriving by car:

Please use our private garage by entering at the Arthur D. Little entrance at Strawinskylaan 10 (red dot on the map link)

<https://www.google.nl/maps/place/Arthur+D.+Little+Benelux+N.V./@52.3411439,4.8709826,18z/data=!3m1!4b1!4m5!3m4!1s0x0:0x168b921387522c9!8m2!3d52.3411423!4d4.8720769>