

The Technology Management Network



Agenda

Meeting: TMN Meeting #21 - *Innovation stimulation and delivery in the future*
 Date: Thursday 13th October - Friday 14th October 2005
 Venue: Shell, Kessler Park 1, 2288 GS Rijswijk ZH, Netherlands [31] 70 447 5659
 Local contact: Christiaan Luca, Shell, phone: [31] 70 447 2802
 Coordinator: Chris Dudgeon, OTM; mobile: [44] 7810 544495, office: [44] 1483 598000, chris.dudgeon@otmnet.com
 Hotel: The Grand Winston Hotel, Generaal Eisenhowerplain 1, 2288 AE Rijswijk, The Netherlands. Phone: [31] (0)70 4141 500, fax: [+31] (0)70 4141 510. Website: www.grandwinston.nl
 Room rate: € 108 per night (including breakfast and VAT).
Please confirm accommodation requirements to Chris Dudgeon at OTM.
 Dinner: There will be a workshop dinner on Thursday evening to which all attendees are welcome – details will be advised at the meeting.
 Travel: By public transport: You can take the train (“Schiphol-lijn”) from Schiphol Airport to The Hague Central Station (Den Haag CS). From there you can either take tram #17 (direction Wateringse Veld) which will stop in front of the Grand Winston Hotel (approx. 1.5 hr). Or take a taxi from Central Station to the Grand Winston (approx. 20-25 minutes).
 A taxi from Schiphol Airport to the Grand Winston will take approx. 30-40 minutes. You are advised to use the “official” taxis parked in front of the Departure Hall. Costs approx. 80-100 Euro.
 The hotel is located within 5 minutes walking distance from Shell's office (just over the road).

Day 1 (Thursday)			
	Welcome		08.30
1	Framework and objectives for the meeting	OTM	08.35
2	Introductions	All attendees	08.40
3	Review of responses to pre-workshop questionnaire on Innovation Stimulation and Delivery in the Future	OTM	09.00
4	Scene-setting presentation on Innovation Stimulation and Delivery in the Future	Shell	09.30
	Coffee		10.15
5	Round table sharing of successful practices / case histories etc related to meeting topic	All attendees	10.30
	Lunch		12.30
6	Round table sharing (continued)	All attendees	13.30
	Tea		15.30
7	Guest presentation on Strategic Renewal and Innovation	Professor Rafael Ramirez, Oxford University	16.00
	End of day 1		17.00
	Dinner		19.00
Day 2 (Friday)			
	Welcome		09.00
8	Round table sharing (continued)	All attendees	09.15
	Coffee		10.30
10	Presentation of TMN 2005 technology spend analysis	OTM	10.45
11	TMN future plans – meeting topics etc Any other business	All attendees	12.00
	Lunch		12.30
	End of meeting and departure		13.30



Workshop briefing notes

As has happened so successfully at recent TMN meetings, it has been agreed that all TMN members will each present a few overheads/ slides on their company's experiences/ lessons learnt/ best practices relating to the meeting topic, to ensure consistency and clear items for subsequent discussion. Please ensure you include 'case studies', to bring the lessons learnt and best practices to life more effectively.















We have received requests from several members for presentations and discussions to focus on '**how it is**' within your organisation, rather than '**how it ought to be**', so please place emphasis on this in your slides, and provide as much real case history illustration as possible.

The topic for this meeting is 'Innovation stimulation and delivery in the future'. Please cover the following areas in your presentations:

- How does your company **define** 'innovation' in the context of technology?
- What is the current balance of **resources** (time and money) committed to innovation stimulation within your company, versus other areas of technology activity?
- Do you think the reductions in oil company R&D spend (~50% overall reduction over last 10 years), together with an increasing focus on technology application/ deployment, are causing an **increase or a decrease in innovation** within your organisation? Why?
- What current **strategies** exist within your organisation regarding innovation stimulation and delivery in the future?
 - What is the rationale for these strategies?
- What specific **initiatives** are run within your company to implement these strategies?
 - What initiatives/ tools have your company actually run – and why?
 - Who does what?
 - How successful are these initiatives?
 - How do you measure this success?
 - What do you do with measurement results?
 - What, if anything, holds back complete success?
 - What are the outcomes, e.g. \$ impact, parts of the organisation affected
 - What 3 things would you change to make them even better?
- What **changing trends** have you identified in stimulating innovation and delivering results?
 - What are these trends?
 - Any particular benefits/ concerns you see emerging from these trends?
- Can you provide some **case histories** of innovation stimulation/ delivery?
 - Please give some real examples, including both successes and failures
 - What critical success factors can you identify?
 - Who did what?
 - Who was accountable – and to whom?
 - Who decided how much money was spent, and on what?
 - How were decisions taken to shut down projects that were not succeeding?
 - What were the links to actual business units – and how did this work?



Transport To and From Rijswijk

-  • Train Lines [Rotterdam & Den Haag CS/Leiden/Amsterdam Schiphol]
-  • Parking
-  • Bicycle Shed
-  • Taxi Rank
-  1 Tram 17 [Wateringseveld]
-  2 Tram 17 [Den Haag CS]
-  1 Bus 33 [in de Boogaard] 2 Bus 33 [Leidschendam]
-  Bus 39 [Naaldwijk] Bus 39 [Leiden]
-  Bus 50/52 [Rijswijk NS] Bus 50/52 [Zoetermeer]
-  Bus 129 [Kijkduin] Bus 129 [Delft CS / Rotterdam]
-  3 Bus 33 [in de Boogaard] 4 Bus 33 [Leidschendam]
-  Bus 39 [Naaldwijk] Bus 39 [Leiden]
-  Bus 50/52 [Rijswijk NS] Bus 50/52 [Zoetermeer]
-  5 Bus 129 [Kijkduin] 6 Bus 129 [Delft CS / Rotterdam]

 Under Construction

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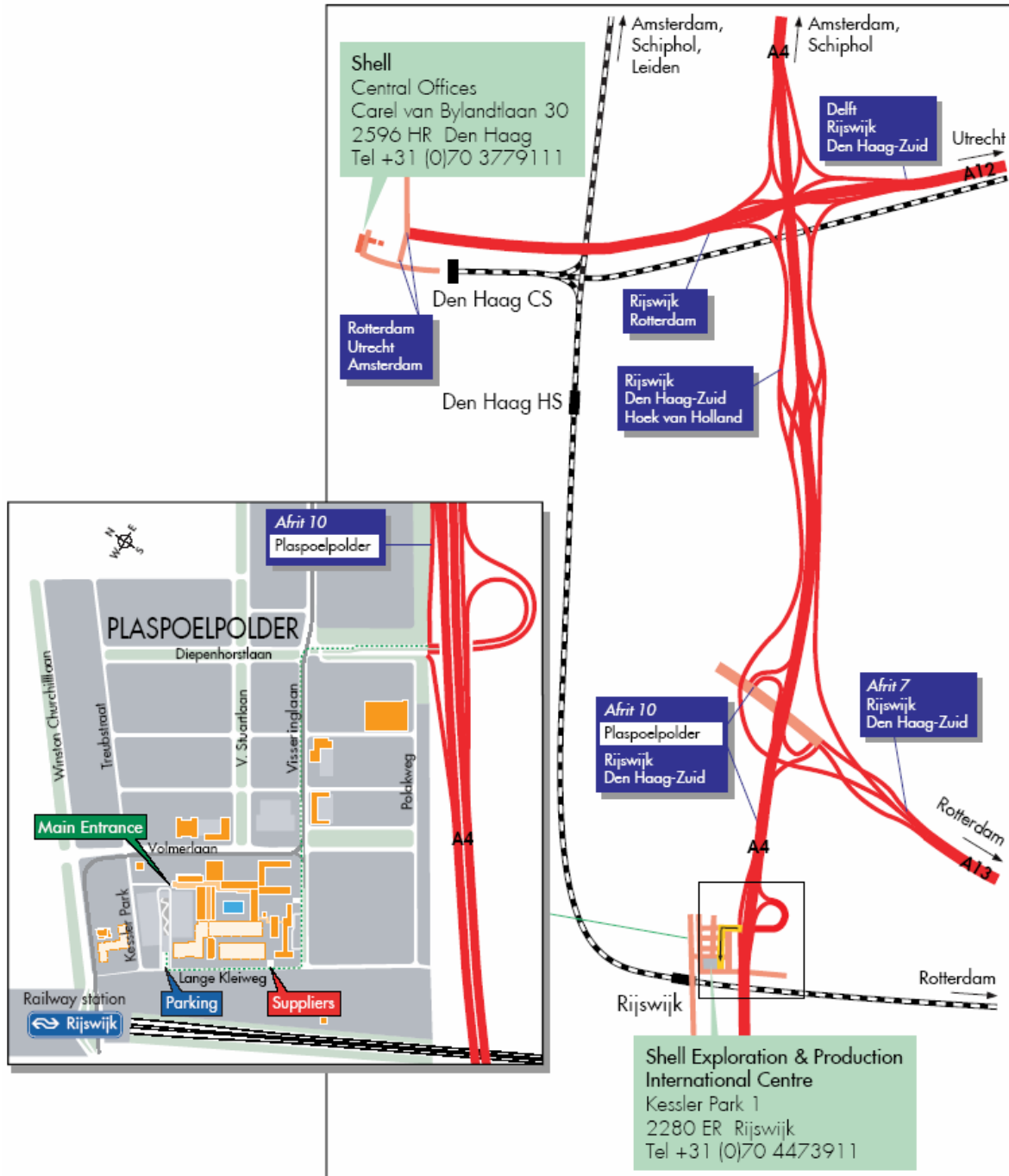
Visitors Address
 Shell Exploration & Production
 International Centre
 Kessler Park I
 2280 ER Rijswijk
 Phone: 070 447 3911



Route to the Shell Exploration & Production International Centre, Rijswijk

Coming from Utrecht/Den Haag (A12), Amsterdam (A4) or Rotterdam (A13)

- Follow A4 to Rijswijk, Den Haag-Zuid, Hoek van Holland
- Take exit "afrit 10 Plaspoelpolder"
- Turn right onto Diepenhorstlaan and turn left at the next traffic light, to Visseringlaan
- At the end of the Visseringlaan turn right onto Lange Kleiweg
- After 280 meters the Shell EPiCentre car park is on the right-hand side



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