

ASP 2013 Annual Conference

Emerging Themes in Strategy: Best Practice to Next Practice
April 22 - 24 | Atlanta Marriott Marquis | Atlanta, GA

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Monday, April 22, 2013

- 8:30a – 12:00p Pre-Conference Workshop*: *The Secrets to Facilitating Strategy*, Michael Wilkinson, CEO, Leadership Strategies
- 1:00p – 2:30p **Welcome & Opening Keynote: Nicholas J. Webb, President, Lassen Innovation**
- 2:30p – 3:00p Networking Break
- 3:00p – 4:15p Breakout Sessions Series I -- Four concurrent sessions
1. Strategic Innovation – Applied Blue Ocean Strategy: What Strategy Practitioners Need to Know to Lead Their Organizations Over the Next 20 Years
 2. Organizational Performance/Alignment – What is Alignment?
 3. Tools/Tips/Techniques –All About Value
 4. Tools/Tips/Techniques – Turning Strategic Intent into Smart Initiatives
- 4:30p – 5:45p Breakout Sessions Series II -- Four concurrent sessions
1. Strategic Innovation – Business Model Innovation: The New Frontier of Strategic Planning
 2. Organizational Performance/Alignment – Fast Cycle Performance – Four Simple Steps to Building an Accelerated Strategy Cycle
 3. Tools/Tips/Techniques – Leveraging Geospatial Analysis Throughout the Strategic Planning Lifecycle
 4. Shared Value – Using EVA to Align Planning with Value
- 6:00p – 7:00p Networking Reception with Exhibitors
- 7:15p – 9:00p Certification Dinner for Certified Professionals

Tuesday, April 23, 2013

- 7:00a – 8:15a Networking Breakfast
- 8:30a – 10:00a ASP Annual Meeting and Awards (Open to all conference attendees)
- 10:00a – 10:30a Networking Break with Exhibitors
- 10:30a – 11:45a Breakout Sessions Series III -- Four concurrent sessions
1. Strategic Innovation – The Business Model as a Tool for Strategic Innovation and Execution
 2. Organizational Performance/Alignment – Aligning Business Strategy, Human Capital & the Workplace
 3. Tools/Tips/Techniques – Strategic Blueprints – Visualizing Your Corporate Strategy
 4. Tools/Tips/Techniques – The Essential Role of Scenario Planning in Strategic Planning Today
- 12:00p – 1:30p Networking Luncheon: *Presentation on Non-Profit Research*
Presentation of Video Awards
- 1:45p – 3:00p Breakout Sessions Series IV -- Four concurrent sessions
1. Strategic Innovation – Corporate Foresight: Utilizing Strategic Intelligence Insights for Business Model Impact
 2. Organizational Performance/Alignment – All In: How the Best Managers Create a Culture of Belief and Drive Big Results
 3. Tools/Tips/Techniques – How Strategy Management Systems Improve Alignment and Execution
 4. Tools/Tips/Techniques – What Corporate America Can Learn from the US Army's Advancements in Strategy and Planning Since 9/11.

