

# CEO Breakfast Talk:

## *Seizing the White Space – Growth and Renewal Through Business Model Innovation*

Date: Tue, 29 June 2010

Time: 7.45 – 10.00am

Venue: **SBF Seminar Room 1** (22<sup>nd</sup> Level, Keppel Towers)Fee per pax (incl GST): **S\$90** (SBF Member)    **\$180** (Non Members)

### A practical approach to fuel game changing growth through business model innovation.

Transformational new growth remains the Holy Grail for many organizations. But a deep understanding of how great business models are made can provide the key to unlocking that growth. To step out into the unknown and seize the white space requires a new language - and a framework with which to understand an existing enterprise and the white space it hopes to conquer. This talk will share how companies can achieve transformational growth in new markets Or, simply put, how they can **seize the white space**.

### Programme

7.45am	Registration
8.00am	Breakfast
8.30am	<b>Presentation on Seizing the White Space – Growth and Renewal Through Business Model Innovation</b> <i>by Mr Mark W. Johnson, Co-Founder and Chairman of Innosight, USA</i>
9.15am	Question & Answer Session
10.00am	End

### About the speaker:

**Mark W. Johnson** is chairman of Innosight, a strategic innovation consulting and investing company with offices in Massachusetts, Singapore, and India, which he cofounded with Harvard Business School professor Clayton M. Christensen. He has consulted to the *Global 1000* and start-up companies in a wide range of industries—including health care, aerospace/defense, enterprise IT, energy, automotive, and consumer packaged goods—and has advised Singapore's government on innovation and entrepreneurship.



### Target Audience

CEOs of SBF Members are strongly encouraged to participate and network at this high level talk. As there are limited seats, CEOs that are keen will have to register early to avoid disappointment.

### Administrative Details:

- **Please fax this registration form followed with mail, together with a cheque to SBF** (10 Hoe Chiang Road, #22-00, Keppel Towers, Singapore 089315). Cheque should be made payable to "Singapore Business Federation". Pls indicate the **Ref No.**, **company name** and **participant's name**, **SBF mbrship no.** behind cheque.
- Confirmation of your registration will be email to you upon receipt of full payment. Please present the email confirmation for admission to boardroom.
- **We regret that no refund will be made for cancellation or non-attendance but a replacement is allowed. Full fees will be charged for cancellation or non-attendance.**

Ref No: MBER 116/290610/06W

REGISTRATION FORM - Attn: MR Dept/ Celest (Closing date: 23 June 2010)

Fax: 6734 0610/ 6827 6801

CEO's Name (Mr/Ms): \_\_\_\_\_ Desgn: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Desgn: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Company: \_\_\_\_\_ SBF Mbrship No: \_\_\_\_\_

Bank / Cheque Number: \_\_\_\_\_ Payment Amount: \_\_\_\_\_