

Against the Odds

17 & 18 November 2021

Disruptive
Innovators
Network

A virtual event in partnership with



3 Sessions
3 Leaders
3 Stories

This year's theme is 'Against the Odds.' You will hear stories about how leaders and organisations approached and tackled some extremely complex problems, disrupted long standing markets and brought new innovations into everyday lives.

Of course, not everything went smoothly. Trying to make any change happen is tricky, even more so when you're trying to achieve this across a whole organisation or industry. Sometimes the scale of the task can make us quit before we've even got started or lose sight of the purpose of our ventures. This year's event is about how leaders overcame the challenges, changed cultures, negativity and criticisms.

As DIN continues its mission of bringing you fresh perspectives that you are unlikely to have heard before; this year we believe we have got three awesome speakers for you to learn, all outside the UK.

Who should attend?

Because the nature of the Disruptive Innovators Network is to act as a conduit between Social Housing and other sectors focussing on technology, innovation, customer experience and social purpose we are able to secure some of the very best presenters and speakers from these sectors to come and share their experiences, insights and stories with housing leaders. So, if you want a fresh perspective and new insights into the world of disruption and innovation then this event will deliver it for you.

The Summit is aimed at senior leaders, Chief Executive's, Executive Directors, CIO's Board members, Service Directors and heads of innovation and transformation. In fact, anyone interested in what comes next in a post-covid environment and what role innovation will play will benefit from attending.

DIN events are deliberately provocative; asking the difficult questions, challenging conventional thinking to help you as leaders make better informed decisions about your business, your people and your customers.

Delegate fees:

Free for DIN members as part of your subscription

Non-members £129+vat

[Book your space](#)



We need to move fast, learn at pace and make decisions even when we don't have all the intelligence and data to support them, so this year's programme has been devised taking these factors into account.

Despite us starting to emerge butterfly like from hibernation we have taken the decision to once again hold our summit online. As much as we would have loved to have 200+ innovators in a room together we feel that next year will be a time of more certainty and confidence to do this.

However, we recognise that there is some 'zoom' fatigue with online events so we are going to focus on making these sessions the absolute best use of your time and that's a promise!

We have worked with our partners Wavelength, the global leadership organisation, to bring you three very special speakers who we hope will challenge, inform and inspire in equal measure.

I look forward to you joining us!

Ian Wright

Chief Executive, DIN

A Virtual Event

WWW.DISRUPTIVEINNOVATORSNETWORK.CO.UK

Session timings:

Due to the geographical location of our speakers dialling in from across the Atlantic, the timings of our sessions are a bit different this year.

17 November
3.15pm to 4.30pm

Paul Campbell, Former Chief Innovation Officer, W L Gore Associates

18 November
10.45 to 12.00pm

Lisa Gansky, Silicon Valley Entrepreneur, Angel Investor and Instigator

18 November
3.00pm to 4.30pm

Joe Zadeh, Employee No.9 Airbnb

Please note for this session we will be joining live with our Wavelength partners

Let's meet this year's line-up:



Paul Campbell
Former Chief Innovation Officer, W L Gore Associates the legendary innovator behind Gore-Tex

About Paul

A serial intrapreneur, advisor to World Economic Forum, lecturer at Berkley Paul and former Chief Innovation Officer for WL Gore & Associates – the legendary innovator behind Gore-Tex. He has recently taken up tenure at BAT as their Head of Digital Innovation. Paul talks about how and why companies fail with new business creation because they don't go far enough in assembling the right business model in support of the new product or technology.

In Paul's session we will cover:

- Building intrapreneurs inside your organisation
- Deconstructing and reassembling your business
- Building organisational agility in a disrupted world
- Finding new uses for existing tech
- Being innovative in a regulated world
- Finding out what your customers really want
- Understanding practices in resisting change



Lisa Gansky
Silicon Valley Entrepreneur, Angel Investor and Instigator

About Lisa

Lisa is an instigator, serial entrepreneur, best-selling author, TED speaker, podcast host, international keynote speaker, investor and business strategist. She has extensive expertise in the creation of new business categories, models and innovation development platforms, practices and teams.

Lisa's session will explore:

Yes. The world is changing faster than we can learn ... so? Be in despair OR be pathologically curious and relentlessly agile. But, how? Lisa will share her model that helps people put a frame on the daily barrage of challenges and enables leaders to become more effective at leading in disrupted times.

- Everything is changing, building innovation muscle memory is the key to adapting (ourselves, our business models and our organizations)
- We are moving away from the No More, all that we know, are comfortable with and how we capture value seems to be in the No More column. What's the judo move here?
- Discover the power & joy of massive ecosystem reach
- What to do when you realize we're experts in value capture, but not creation? (aka: most of our team has not had to innovate as they joined a wildly successful moving in progress...) Think Kodak and film



Joe Zadeh
Employee number nine, Airbnb

About Joe

Joe, Airbnb's ninth employee started working out of the founder's apartment before rising to Head of Product and start Airbnb Experiences globally. The global platform that changed the way we think about staying in other people's homes disrupted an incumbent industry, pivoted and thrived during the pandemic and recently floated with a market cap of \$123bn.

Joe will talk about:

- Hypergrowth how do leaders cope with it
- Intrapreneurship, what is it and how do you build it in your business?
- The importance of culture
- and lessons in leadership gleaned from being at the helm of one of the most iconic disruptors in recent business history.

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Other areas to be covered across the three sessions include:

- How Silicon Valley innovates and what we can learn from them
- Developing new products whilst delivering business as usual
- What leadership in a post pandemic world will look like
- Developing the right innovation platforms to rapidly help you solve organisational and customer problems
- How to successfully scale your best ideas