

LUX ROUNDTABLE

The Lux Executive Roundtable is an invitation-only opportunity for C-level leaders within global companies navigating three dynamic imperatives: Innovation, Sustainability, and Growth. In the C-suite, Chief Technology Officers, Chief Strategy Officers, Chief Sustainability Officers, and Chief Growth Officers — all share the opportunity to address these imperatives.

For a CXO, the Lux Executive Roundtable delivers these tangible benefits:



Industry Connections

Exclusive gathering to tackle big challenges in innovation-related decision making.



Invite Only

Complimentary, invitation-only event for C-level leaders within large, global companies in adjacent industries.



Peer Learning

Peer-group learning, contributing, and networking around critical leadership issues.



Confidential Forum

Confidential, safe space to engage in open, intellectual dialogue — guided by Lux and molded by the C-suite attendees.



Actionable Takeaways

Ideas and frameworks to weave into decision-making and consensus-building

FALL 2024 | AMSTERDAM

Configuring Innovation to Create Transformational Businesses

Innovation has routinely been used to address problems of today instead of unmet needs of tomorrow. As companies transform themselves by addressing unmet needs of the future, how should an innovation leader build a transformational innovation function? Lux is convening an Executive Roundtable to coalesce the mindsets, approaches, and skills that an innovation leader should adopt to build a highly effective innovation function that paves the way for a company's transformation.

"I've been to other Roundtables, but they tend to be just in our industry. The same faces, the same issues...[but] this one was unique. It was a diverse group. I heard truly new perspectives."

– Chief Technology Officer of Alternative Solutions Division at Top-5 Oil & Gas Company

LUX ROUNDTABLE

7 October | **AMSTERDAM**

12:00-
13:00

Networking Lunch

13:00-
13:15

Leadership Challenge: Innovation as a Business

Sourcing and fueling growth with sustainable, profitable, best-fit innovation is hard; assembling an innovation engine that does this, by design, is harder.

- As innovation leaders start owning the middle of the innovation funnel and strongly influencing the back end, how can they begin running the innovation function like a business?
- How should the innovation leader translate strategic priorities into credible approaches that yield not just commercial success for new products but also create viable new businesses?

13:15-
14:15

Potential Avenues: Focus on Frameworks

On the path to transforming the innovation function, frameworks can serve as thinking aids and help build consensus.

- What frameworks and criteria have you used to translate strategic priorities into transformational innovation priorities, initiatives, and projects? What challenges do you encounter as you use these frameworks?
- To aid in this process, Lux will share the results of a 100-respondent survey that yielded interesting insights on existing innovation decision-making frameworks, and suggested criteria to incorporate.
- What approaches are you utilizing to turn ideas into transformational businesses?

14:15-
14:30

Coffee Break

14:30-
15:30

Critical Inputs: Talent, Leadership, and AI

Innovation leaders consistently report a deficit in highly skilled innovation and sustainability talent.

- With AI in our midst, what are the right skills for your next junior/midlevel hire within your innovation organization?
- What capabilities will the future Chief Technology/Innovation Officer need to embody to drive transformational growth within their company?
- How are you employing AI to prioritize/address areas of transformational innovation?

15:30-
15:45

Taking Action: Three Questions

- What is the biggest learning from today's discussion, and how will you operationalize it within your own organization?
- What questions remain in your mind about the ideas, challenges, and solutions that we discussed today?
- What would you suggest as a topic/agenda for our next Executive Roundtable?

Evening Networking Dinner to Follow