

**Dear Friend,**

One of the main program element of ODWS 2010 is the introduction of “non-conventional organizations” at the summit.

### **What companies do we consider “non-conventional”?**

Our definition has two key elements:

- **A non-conventional organization – of the kind that we wish to bring to the conference – clearly shows high performance, or a strong future potential.**
- **We expect the above mentioned high performance to be achieved as a result of a non-conventional modus operandi: a new value proposition offered to the client, a unique business model, leadership practices and/or internal processes.**

Please visit the [website](#) for a more detailed description and for some examples.

Identifying such companies is a challenge. In the spirit of “cross fertilization” we would like to count on you finding the most interesting non-conventional organizations from all over the globe.

**We invite you to bring your non-conventional clients and hold a joint session!**

Introduce a case together and show the insider’s and the outsider’s perspective on the organization.

We hope you already worked with non-conventional organizations. If you happen to know such an organization, please contact us.

### **How can you help ODWS 2010?**

Send your suggestions to [nonconventional@odworldsummit.org](mailto:nonconventional@odworldsummit.org) with the following information:

- ▶ Name of the company
- ▶ Why do you consider it as non-conventional? (Maximum 5 lines, focus precisely on the non-conventional facts.)
- ▶ Why do you consider them successful? (Maximum 3 lines.)
- ▶ Contact details – name and e-mail address at least – for the company.

Looking forwards to hear from you!

Best regards,