

NOW THAT'S INNOVATIVE:

By Sal Pizarro

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Fred Ferrer, CEO of the Health Trust, is a big fan of Clay Christensen, the Harvard Business School professor who wrote "The Innovator's Dilemma." He's such a fan that he flew to Boston to persuade Christensen to come out to Silicon Valley -- not to coach tech companies but to help nonprofits figure out how to reinvent themselves in these lean budget times.



Christensen will speak at the Disruptive Innovation Summit, a sold-out conference with 200 nonprofit, business, government and education leaders Thursday at the Mexican Heritage Plaza in San Jose.

"Nonprofits are in crisis, and we can't just go on pretending that we can do more with less and still meet the needs of our community," Ferrer said. "Whether we are talking about agencies that serve kids and seniors or arts organizations, we all need to figure out ways to do things differently and disrupt the whole system."

And when the summit's done, the Health Trust plans to give grants to organizations that come up with disruptively innovative ideas.

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