



DEPLOYING STRUCTURED INNOVATION

Employ the right tools and identify the right projects to drive a successful innovation initiative that will contribute to any organizations growth.

It's time to start identifying the unmet needs of your customer.

THE IMPORTANCE OF INNOVATION TODAY

What makes a successful Innovation strategy? And why are companies like Coca-Cola, Citigroup and Humana investing in innovation?

These market leaders recognize the power inherent in developing new ideas, new products and new ways to satisfy customers. However, there are few organizations that understand what it really takes to develop a culture of innovation and how to implement a program that achieves measurable and sustainable results.

Whether you are already leading an innovation effort within your organization, or are about to, this program is designed to give you the knowledge, insight and tools you need to excel at leading and deploying some of the most exciting corporate initiatives in decades.

\$2,950

Online: www.BMGI.com

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AGENDA

THE ESSENCE OF INNOVATION

During this session insights into the real world of innovation and a road-map for planning and implementing an innovation agenda for your company, including:

- How to create the awareness necessary to get started.
- Assessing the current state and gaps in your organization's current approach to innovation.
- How to determine the best approach for your company going forward.
- Introduction to establishing an implementation framework.

BUILDING A STRATEGY FOR INNOVATION AND GROWTH

We'll show you how to develop a superior innovation strategy and communicate it within the organization. Using "outcome based" thinking you will learn how to guide your team to focus on what matters and leave the rest behind.

GOVERNANCE PROCESSES AND METRICS

What are the characteristics of "good metrics"? Why should you focus equally on both "input" measures and "output" measures? Learn to develop the ideal portfolio of metrics that you need for a successful innovation deployment.

PROBLEM SOLVING AND KNOWLEDGE SHARING

What are the challenges you face, the cultural changes you seek to make, the barriers to innovation inside your business, and the skills you need to effectively lead your company's innovation strategy? Ask the experts in this interactive session.

LEVERAGING THE POWER OF OPEN INNOVATION

How can today's businesses build innovation capabilities, using systems and tools they don't have? How can companies accelerate their time to market for new-to-company innovations? We will lead you through a discovery of what Open Innovation is, how companies are using it to their advantage, and what it takes to succeed with an Open Innovation model.

IMPROVING TEAMWORK AND COLLABORATION

This is an interactive discussion about problem-solving styles, and introduces a proven method for building and motivating effective teams called the Kirton Adaption-Innovation (KAI) inventory. We'll demonstrate how this simple measurement tool works, where you fit on the problem solving style continuum and how your style interacts with others.

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AGENDA CONT'D

PORTFOLIO IDENTIFICATION AND MANAGEMENT

In this session we will show you what it takes to build a robust innovation pipeline that both sustains and evolves your business model as well as proven methods today's innovation elite companies use to identify projects for innovation. Learn techniques for brainstorming, prioritizing and developing innovations for your portfolio and introduce project pipeline development tools you can put to use immediately. Tools such as: outcome-based thinking, methods for incorporating 'Voice of the Customer' and the concept of ideality.

THE INNOVATION PROCESS - HOW TO DRIVE INNOVATION USING A STRUCTURED APPROACH

In this session you will be introduced to specific and powerful methods for developing innovative ideas and transforming them into successful new products, processes and business models.

The structured innovation process from start to finish will be followed, beginning with the critical stage of problem definition, moving to idea generation, then on to idea analysis/selection and finally testing. With the help of hands-on exercises, we'll demonstrate proven innovation tools and techniques, and show you how you can put them to work inside your business using the D4 Process for Innovation.

WHERE TO GO FROM HERE: YOUR FUTURE LEADING INNOVATION

The two days will close with a topic that is designed to bring everyone full circle: where do you go from here? This session will be interactive and fluid based on the questions the class has, and the goals each attendee has for the future. We will spend as much time as needed with each attendee to take to the next step that will get your company moving forward systematically with innovation.

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