

# Strategic Product/Service Innovation

Pure&Simple

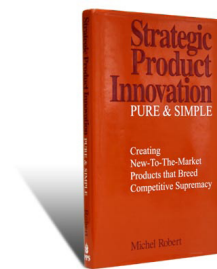


MAKE INNOVATION A REPEATABLE PROCESS IN YOUR ORGANIZATION

## OUTCOMES

The participants who attend this workshop will:

- Possess Innovation Mindset.
- Gain the proven tools to analyze all information and factors affect to New-to-the-Market Product.
- Gain the proven processes to create and launch New-to-the-Market Product.
- Create a comprehensive commercialization plan, delineating actions that ensure successful product launches.



Based on the book  
“Strategic Product Innovation  
Pure & Simple”  
by Michel Robert

## INNOVATION IS VITAL FOR SUSTAINED ORGANIZATIONAL SUCCESS

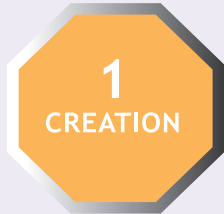
A proven way to achieve business supremacy is to dictate the pace of innovation in your market-space. To do this, you would need to have a pipeline of new products/services ready to be rolled out at will.

New product creation is not mere chance or random flashes of inspiration. Innovative companies make it happen continuously.

Successful innovators, consciously or not, use a repeatable thinking process to manage change to their advantage. Systematically searching out new products, new markets, and new customers. Evaluating them for risk and reward, feasibility, and fit with the corporate strategy; and implementing only when analysis shows a high probability of success.

MAKE INNOVATION A REPEATABLE PROCESS IN YOUR ORGANIZATION

THIS CONCEPT IS THE BASIS OF DPI'S PROCESS OF  
STRATEGIC PRODUCT INNOVATION<sup>SM</sup>.



Allows you to envision your customer's Future Business Arena and create new-to-the-market products or services that satisfy their future implicit needs.



The new concepts are assessed and ranked in order of potential revenue, risk, cost, and strategic fit to the organization.



Higher potential concepts are developed, key factors for market success/failure are anticipated, and related corrective actions applied.



A plan is developed and deployed that will ensure success and avoid failure.

This process harnesses your key people's understanding of changes taking place in your company's markets and business environment. It directs that knowledge through a creative yet rational pathway to drive out opportunities for new-to-the-market product concepts—products that do not exist today and that leverage the company's key strategic capabilities.

The DPI Strategic Product Innovation<sup>SM</sup> Process is a powerful tool that can help jump-start your organization's ability to generate a steady stream of innovative new product and/or service concepts, and to identify opportunities for entirely new markets and customer groups.

This process is being used by many companies around the world, including here in Asia Pacific. The future holds vast opportunities for growth, if you know how to use change to your advantage.

MAKE INNOVATION A REPEATABLE PROCESS IN YOUR ORGANIZATION

PROGRAM SCHEDULE

8:00 a.m. - 8:30 a.m.

Registration

8:30 a.m. - 16:30 p.m.

Creation: Envision customer's Future Business Arena and create new-to-the-market products/services that satisfy their future implicit needs

- Future Business Arena
- Future Implicit Needs
- Ten Search Areas

Assessment: The new product concepts are assessed and ranked in order of potential revenue, risk, cost, and strategic fit to the organization

- Cost/Benefit
- Strategic Fit Ease of Intro

Development: The new product concepts with higher potential are developed, and critical factors that could bring success or failure in the market are anticipated.

Corresponding promotive and preventive actions are put in place.

- Best Case/Worst Case
- Risk/Reward Ratio

Pursuit: A plan is developed and deployed that will ensure success and avoid failure

- Critical Factors
- Promotive/Preventive
- Deployment Plan

Coffee Breaks: 10:15 - 10:30 a.m. and 3:00 - 3:15 p.m.

Lunch Break: 12:00 - 1:00 p.m.

For more information, contact

Tel.: 0 2728 0200

E-mail: [info@pacrimgroup.com](mailto:info@pacrimgroup.com)