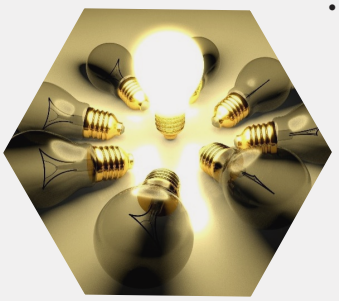
STRATEGIC INNOVATION

Ignite your creativity to accelerate your business



OBJECTIVE

- Embrace an innovative mindset to be prepared for the future
- Foster creativity and anticipate the future changes (technology, social and environmental impact, demographic etc) and implicit needs to drive “Profit” with the innovative approaches
- Incorporate business acumen and commercial mindset to prioritize ideas that contribute to revenue growth and overall profitability



CREATION

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

- Cost & Benefit
- Strategic Fit & Implementation

ASSESSMENT





DEVELOPMENT

- Best Case/Worst Case
- Risk/Reward Ratio

- Critical factors
- Development Plan

PURSUIT



OUTCOME

Future-Ready Innovation Mindset:

- Cultivate a mindset that embraces innovation as a core business strategy.
- Position your business to navigate future uncertainties with confidence and agility.

Anticipate and Meet Implicit Needs:

- Gain the ability to foresee implicit needs in the Future Business Arena.
- Develop products and services that exceed customer expectations, fostering loyalty and market dominance.

Prioritize Profitable Ideas:

- Acquire skills to prioritize ideas based on potential revenue, risk, and strategic fit.
- Maximize profitability by focusing resources on initiatives contributing significantly to your bottom line.

Navigate Risks with Precision:

- Anticipate critical factors and assess risks during the development phase.
- Mitigate potential failures, ensuring innovations stand the test of market dynamics and emerging challenges..

Enhanced Business Acumen:

- Develop a commercial mindset to enhance overall profitability.
- Align innovation strategy with business goals, driving sustainable growth and long-term success.

Accelerated Business Growth:

- Apply strategic innovation to drive revenue growth and overall business success.
- Experience accelerated growth, securing your position as a market leader and industry influencer.

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PROGRAM SCHEDULE

08:00 a.m. - 08:30 a.m.	**Registration**
08.30 a.m. - 05.30 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 of failure in the market are anticipated. • Best Case/Worst Case • Risk and Critical Factors **PURSUIT:** A plan is developed and deployed that will ensure success and avoid failure. • Deployment Plan

Coffee Breaks: 10:15 - 10:30 a.m. and 03:00 - 03:15 p.m.
Lunch Break: 12:00 - 01:00 p.m.

For more information, please call 0 2728 0200.
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