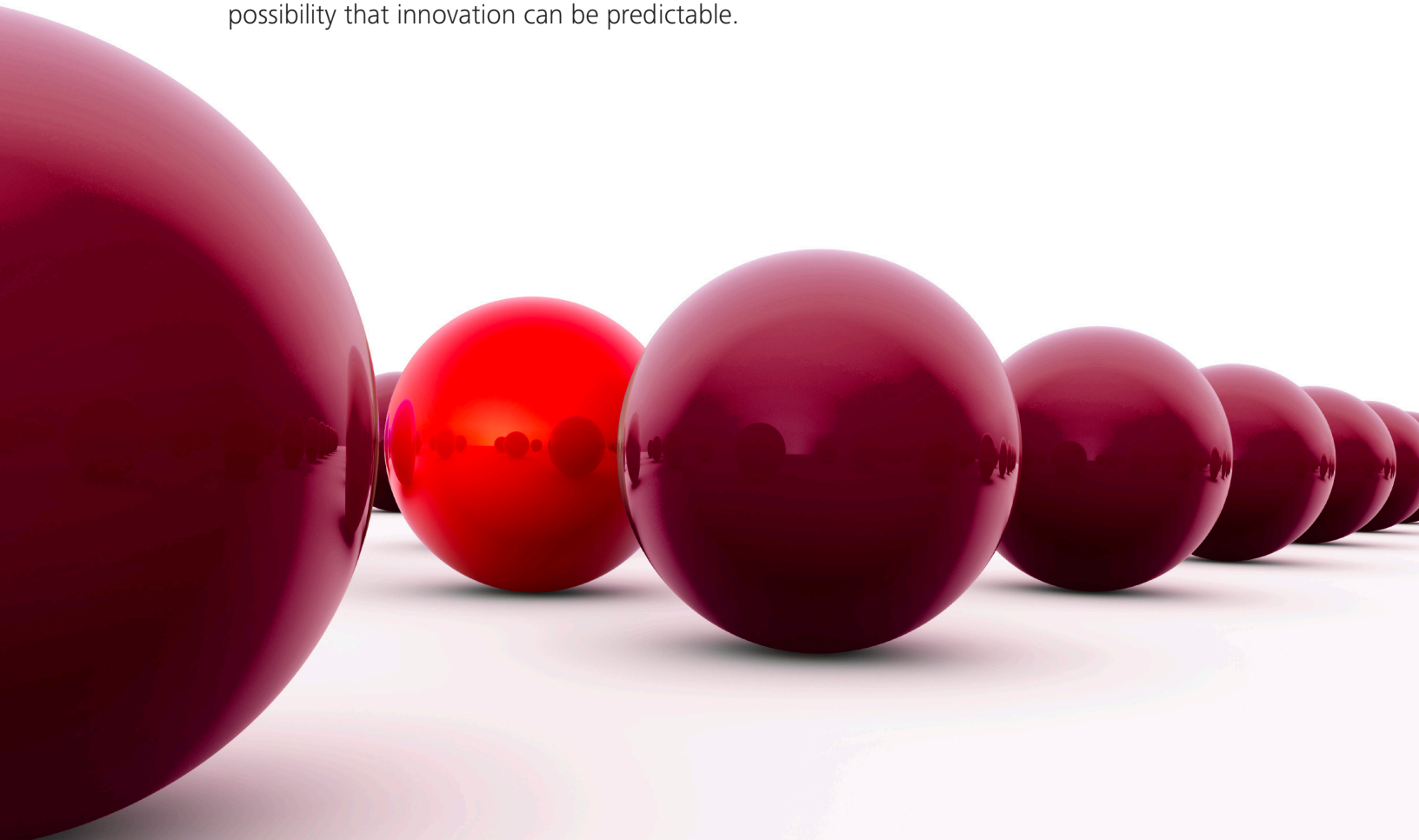


Are you willing to think differently about innovation?

10 to 30 percent success rates are not acceptable. There is a better way—if you are willing to accept the possibility that innovation can be predictable.



“Strategyn’s Outcome-Driven Innovation methodology is the most robust approach to driving value creation that I’ve ever seen. The ability for leaders and team members to laser-target their product development efforts is unparalleled.”

Sarah Miller Caldicott, Co-author, *Innovate Like Edison*

Strategyn is hosting a two-day workshop, and if you’re responsible for innovation success in your organization, then you don’t want to miss this opportunity. We have trained hundreds of people in Fortune 1000 firms in our Outcome-Driven Innovation (ODI) theory. This patented process delivers significantly higher success rates, reduces development costs, brings breakthrough products to market quicker than traditional methods, and creates new strategies for market growth. Register today for success tomorrow.

About our program

This two-day innovation training workshop provides an overview of ODI principles and practices for those who are responsible for market strategy. The first day will challenge you. We will talk about how customers define value and how markets should be defined and discovered. The second day provides practical tools and frameworks for discovering value creation opportunities and guiding market strategy and growth decisions.

Participants learn from our dynamic instructors how ODI can steer market strategy initiatives, such as when to pursue core market growth, create new markets, or pursue disruptive innovation strategies. Learning is enhanced through lectures, interactive discussions, simulations, and company application.

This program is suited for general/divisional managers and VPs/directors of strategy responsible for setting direction for markets and resources, as well as product and marketing managers responsible for market strategy and innovation in a specific product area.

Topics and objectives

- What is Outcome-Driven Innovation and how is it different?
- What does it mean to be jobs-focused?
- How does the customer job change and direct the innovation focus?
- How should a market be defined to guide strategy?
- What is the value of deconstructing the job into a job map?
- What are the three dimensions from which a company can help their customer accomplish a job in a better way?
- How do you make the most out of market insights? How do you make them actionable for the rest of your organization, so everyone is working from the same market information?
- How do markets evolve from a customer needs perspective?
- How do you create winning market strategies that accelerate growth and address current market dynamics?
- How do you discover new markets for growth, i.e., how do you pick where the company can grow?

Pricing

The cost for this two-day program is \$1,950 per person. If three or more people from the same company register, the cost is \$1,500 per person for these additional staff. There is a 10 percent discount for those registering by October 16th. (Hotel not included).

Registration
Innovation Training Workshop
April 6–7, 2010
New York City

New York Executive
Conference Center (Times Square)
1601 Broadway
New York, NY 10019
212-903-8060

To register, visit us at:
www.strategyn.com

Or email us at:
lauren.ene@strategyn.com