



Executive Edge

Out-innovating the Competition

WHO SHOULD ATTEND

Senior leaders and/or leadership teams

TAILORED TO YOUR NEEDS

Executive Edge is typically a 2-3 day program, but is always tailor-made for each client (e.g., specific content, duration, and number of participants).

CONTACT

For information about bringing this program to your organization, please email Laszlo Gyorffy, Director of Training, at gyorffy@enterprisedevelop.com or call the Enterprise Development Group at 1-650-855-9940.

Leaders who do not treat innovation as a priority simply cede opportunity to those who do. When it comes to innovation, gaining an executive edge helps leaders ensure that their people consistently out-think, out-create, and out-perform the competition.

There has never been a time when leaders have been more challenged. Market realities demand that senior teams possess a compelling vision and the innovation expertise and tools to drive new business strategies, achieve significantly better results, create deeper employee engagement, and deliver new value to customers and shareholders. Innovation remains the enterprise's key renewable resource for growth and competitive advantage. The Executive Edge program takes leaders through a strategic blueprinting process that clarifies the types of innovation they should pursue, along with the goals and guidelines for getting there. Teams will also learn a disciplined approach to building and leveraging their organization's intellectual capital to ensure sustained success.

Participant Benefits

The workshop blends theory and practice along with discovery and decision-making, as participants apply innovation strategies to their own company and project portfolio. The primary outputs of the 2-day interactive session include:

- A high-level strategic blueprint that functions as a comprehensive guide for implementation and communication.
- A collective understanding of:
 - Emerging market and customer trends that are impacting the business and may significantly disrupt it.
 - Key business challenges and opportunities, and strategies for growth
 - An integrated system of innovation best practices and innovation architecture
 - Organization and cultural shifts required for innovation to succeed.
- Greater sense of unity and teamwork among participants

Organizational Benefits

Aligned Innovation Strategy
– A shared understanding of the disruptions affecting your industry and commitment to the innovations required for the envisioned future.

Enhanced Innovation Capability
– A disciplined approach for collaboratively creating business value.

Acceleration
– An architecture for rapidly scaling innovation to facilitate growth



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