



Innovation Advantage

The Keys to Creating Compelling Value

WHO SHOULD

ATTEND

Individual contributors and managers looking to champion innovation inside their organization

TAILORED TO YOUR NEEDS

Innovation Advantage 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.

Innovation is far too important to the fortunes of an enterprise to be left to chance or ad hoc initiatives. The task of identifying opportunities and creating new value should be the domain of all employees and practiced every day. The Innovation Advantage program provides a vehicle for embedding innovation as a core capability within the organization – similar to TQM or customer service. Imagine the possibilities if:

- *Every employee came to work each day believing that their ideas could shape the destiny of their enterprise.*
- *They were skilled enough to uncover unmet needs, identify significant opportunities, and champion big breakthrough ideas quickly and collaboratively.*

The Innovation Advantage offers the tools, techniques, and strategies for participants to create a powerful discipline that makes innovation inevitable. It is built on EDG's experience working with some of the most pioneering companies in the world— the BBC, IDEO, SRI International, Johnson & Johnson, Kaiser Permanente, Panera, and Toyota.

Participant Benefits

Participants will gain a foundation of best practices enabling them to innovate with confidence, including:

- Methods for challenging conventional thinking and generating novel solutions
- A framework (CO-STAR™) for developing ideas to their full potential
- Communication techniques for presenting the value of their new idea in a simple yet persuasive manner
- Practice in running a Rapid Idea Improvement Session to efficiently gather stakeholder feedback
- The opportunity to collaborate with colleagues and develop their own ideas
- Tips for rapid prototyping and how to use experimentation to reduce risk
- Insights into the practices of world-class innovators

Organizational Benefits

A Discipline of Innovation

– Everyone who attends the program will be able to apply the “critical few” techniques needed to generate, iterate, and evaluate ideas that will consistently delight customers, beat competitors, and reward shareholders.

Innovation Catalysts

– Equip internal teams with the knowledge and skills they need to act as innovation coaches, facilitators and advocates for enhancing innovation across their enterprise.



Enterprise Development Group

930 Roble Ridge Road
Palo Alto, CA 94306-2609
www.enterprisedevelop.com
USA