

## DRIVING INNOVATION *(OFFERED IN EXCLUSIVE PARTNERSHIP WITH INNOSIGHT)*

### Overview

Only one in ten companies is able to maintain an above-average rate of growth for more than a few years. And with economic conditions shifting rapidly, organizations are further challenged to find new ways to compete in today's global economy. The key lies in successful product, service, and process innovation – in the core business and in new markets.

In this cutting-edge program, use practical tools and real-life case studies to learn a predictable and repeatable process for driving growth through innovation.

### Who Should Attend

Leaders, managers, and executives who are committed to learning a repeatable, proven process for innovation.

### Benefits & outcomes

- Assess a market's potential – before it exists
- Connect more deeply with customers to gain competitive advantage
- Shorten the time between idea development and idea implementation
- Introduce innovative service and product solutions that will throw competitors off-balance
- Simultaneously increase an idea's potential while decreasing its risk

### Fundamentals of Innovation

- What is innovation?
- Two Approaches to Innovation
- The Disruptive Innovation Model

### Spot the Opportunity – Generate Ideas

- Identifying the Target Consumer and their unmet needs
- Decision Criteria and Options
- Strategies for Identifying unmet needs

### Shape Meaningful Solutions

- Designing Innovative Solutions
- Shaping Solutions Exercise

### Move Opportunities Forward

- Fatal Assumptions/Fatal Strategies
- Fundamentals of an Emergent Strategy
- Rapid Prototyping Activity

### Implement New Ideas

- Why companies struggle with innovation
- Common challenges
- What your organization should do
- What you can do tomorrow

## About Innosight and Clayton Christensen

Clayton M. Christensen is the founder of Innosight and Professor of Business Administration at Harvard Business School. His research and teaching interests center on managing innovation and creating new growth markets. Professor Christensen is the author of three best-selling books, including: *The Innovator's Dilemma*, *The Innovator's Solution*, and *Seeing What's Next*.

Innosight is a consulting and executive training company that helps companies create new growth through innovation. Innosight has worked with leading organizations such as Procter & Gamble, Johnson & Johnson, Motorola, Aetna, Intel, Syngenta, Dow Corning and Time Warner to manage various aspects of innovation

## Related course:

### Driving Innovation: Train-the-Trainer Program

Become certified to teach the core concepts of “disruptive innovation” to your leaders and managers in this three-day train-the-trainer program.

**Register for both programs at once and save!**

**For more information, please contact your Linkage Account Representative at 781.402.5555**

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