



POWER INNOVATION FOR PROFITABLE COMPANY GROWTH

THE NEW WAVE TO COMPANY GROWTH

24 & 25 NOVEMBER 2008, GRAND MILLENNIUM, KUALA LUMPUR

WORKSHOP LEADER



Dr Richard D. Brynteson
Author, Professor and
International Consultant

**Organisational Management,
Concordia University, St. Paul,
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Dartmouth College, B.A. English 1977

*University of Chicago, M.B.A.,
Marketing and Finance, 1980*

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PhD. Education, 1997*

Leading Organisations That Have Benefited From Richard's Insights

- Anoka County, Minnesota –
- Austin Public Utilities –
- City of Coon Rapids –
- City of Fridley –
- Dalco Chemical Company –
- Department of Defence, Singapore –
- Ideas to Go –
- Medtronics –
- Olmsted County –
- Rochester Public Utilities –
- St. Paul Public Schools –
- Zumbrota Health Services –

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This strategically focused event will provide delegates with in-depth knowledge in:

- ◆ Understanding the dynamics of innovation
- ◆ Identifying how innovation can help improve processes, create more competitive advantage in the marketplace, and build a sustainable organisation
- ◆ Increasing your profits through a variety of innovation techniques
- ◆ Anticipating and addressing obstacles to innovation
- ◆ Developing prototypes for new products or processes
- ◆ Leading the organisation in innovative efforts
- ◆ Motivating and developing employees by encouraging their efforts in innovation

The new wave to sustain growth in companies is developing the creative capability in people. We train our people to brainstorm on how to produce more with less – fewer errors, lower costs, less resources. But creativity does not start and end with creative thinking techniques. It often requires a completely different way of thinking and doing things. Instead of improving an old process, we may need to innovate and produce a new process; instead of adding new features to an old product, we create something totally different.

Old style thinking has reached its outer limits. Old style thinking is to cut costs and demand more from our people. But we have cut costs to the bone and our people are often pushed beyond their limits.

The new wave to sustain growth is to develop and nurture innovative thinking in organisations. Instead of improving an old process, we innovate to produce a new process. Instead of adding new features to an old product, we create something totally different. Instead of cutting costs, we change the process.

In Strategic Collaboration With



YOURS FREE!!

The first 20 to register will receive a COMPLIMENTARY copy of "Once Upon A Complex Time: Using Stories to Understand Systems, 2006" worth USD20

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WORKSHOP OVERVIEW

Day One of this workshop focuses on Principles of Innovation. Sessions on Day Two highlights various strategic areas which contribute towards successful company growth.

Sessions on Day Two takes a closer look at the Innovation Process. This process is divided into 5 strategic steps to further enhance delegates' understanding.

PRINCIPLES OF INNOVATION

Session One

Deriving an In Depth Understanding of Innovation

The day begins with challenging our minds to what innovation really is and what it requires to be successful.

- Differentiating between creativity and innovation: Creativity vs. Innovation
- Realising the impact of creativity without innovation
- Driving innovation and competitive advantage
- Identifying barriers to innovation

Session Goal: Participants will evaluate what they will need to support innovation in their organisation, how innovation contributes to sustainability and growth; and what can hinder its acceptance.

Session Two

25 Questions

For innovative thinking to start, we must build curiosity and uncover the history and background to an existing product or process that we have always taken for granted. Participants will get into the practice of asking questions by developing as many as 25 questions on a chosen process or product.

Session Goal: These key questions will help to pinpoint the innovation strengths, weaknesses and barriers in their companies and open the door to revolutionary thinking.

Session Three

Process Redesign

Process Redesign is about reengineering, or radically redesigning an organisation's processes, especially its business processes. It challenges current and accepted ways of thinking and doing, and considers revolutionary methods instead. But many shy away from engaging in innovative thinking because they hold to the belief that they are not experts in a particular field, and thus, have little to contribute to the redesign of a process or product.

- You do not need to be an expert
- Being an outsider helps
- You have to discard preconceived notions
- It is important to see things through the eyes of others
- Redesign is best done in teams
- You do not need to know much about the current process
- It is not hard to have great ideas
- Redesigning can be fun

Session Goal: This segment demonstrates how new ways of thinking often benefit the most from the contributions of "outsiders", and that diversity in the innovation team is extremely useful.

Session Four

Discontinuous Innovation

Organisations aspire to innovate in a way that represents more than a great leap forward. Skype, the microwave

oven, iPod, as well as bagged lettuce and Harry Potter are discontinuous innovations that created competitive advantage and first mover advantage.

- Discussing the concept of discontinuous innovation
- Learning ways of trend spotting
- Discussing three types of market positioning

Session Goal: This session highlights the impact of discontinuous innovation and how this contributes toward competitive advantage.

Session Five

Revisiting the Importance of Paradigm Shifts

Joel Barker – futurist, author, professor – was the first person to popularise the concept of paradigm shifts for the corporate world. Paradigm shifting is a type of discontinuous innovation. Participants will watch and discuss Barker's video on how the concept of paradigms can effect revolutionary change in all aspects of life.

Session Goal: This session will demonstrate how thinking differently is necessary for us to grow as organisations and individuals.

Session Six

Attribute Listing Innovation

Attribute listing is a widely-used technique in the process of innovation.

- Fragmenting an existing product or process into smaller components
- Brainstorming innovative options for each of these components

Session Goal: You will learn how to select, combine and connect processes until you have a viable innovation.

During Day 2, participants will utilise this technique again to guide them in divergent thinking in the actual project.

Session Seven

Blue Ocean Innovation

Blue Ocean Innovation or Blue Ocean Strategy is the buzz word in innovation today. Richard then takes participants through the strategies which are based on four questions:

- Which factors that the industry takes for granted that should be eliminated?
- Which factors should be reduced well below the industry standard?
- Which factors should be raised well above the industry standard?
- Which factors should be created that the industry has never offered?

Session Goal: This session will discuss what "creating blue oceans" really means. Participants will be put through exercises to create blue ocean grids and will learn how to critique these grids in order to challenge their thinking.

Session Eight

Tactics of Innovation and Evaluation of Innovation

Joel Barker asks the question, "Once you have an innovation, how can you persuade your management, employees or your customers to adopt it?"

Session Goal: Participants will watch Barker's landmark video in which he (Barker) proposes 10 "*Tactics of Innovation*" that will teach them how to remove barriers to innovations and influence people who resist change to embrace new ideas.

Q & A Session

END OF DAY ONE

THE POWER INNOVATION PROCESS

The 5-step Power Innovation Process

This hands-on interactive session will begin with an overview on the Power Innovation process. Throughout the entire day, participants will actively work on chosen projects using the five steps guided by Richard. By the end of the day, teams of participants will have developed workable prototypes that can be implemented by, at their respective workplace.

Session One

Step 1: Probing the System

Session Goal: In this step, participants will learn how to gather relevant data for the project like investigative reporters. Richard will take them through a highly interactive discussion to learn how to ask relevant questions about an existing product or process and develop a comprehensive probe plan that will give shape to the focus of the innovative process and identify areas of concerns.

Session Two

Step 2: Observing the Situation

Session Goal: In this phase, participants learn to act like anthropologists, sociologists and futurists. They immerse themselves into the existing situation by watching others use the process or product and methodically recording all observations. From gathering data, they progress to reviewing it critically, and learn to challenge their own assumptions about the product or process.

Session Three

Step 3: Developing New Concepts

Session Goal: In this phase, the participants will learn to brainstorm new and wild ideas, many of them outlandish and seemingly impractical. They learn the necessity for divergent thinking and the usefulness of suspending judgment on their own and others' ideas, in order to produce more than one right answer. The goal will be to develop a few workable ideas from which the best can be chosen.

Some of the brainstorming techniques that will be used:

- Attribute Listing
- Morphological Boxes
- Synectics Process
- Flowcharting

Important questions during this phase are:

- Are we stretching ourselves far enough?
- What boxes have we forgotten?
- What connections have not been made?
- What voices are not being heard? What voices are minimised?
- Was convergence too fast?
- Are there wacky enough ideas?

Session Four

Step 4: Creating New Prototype Products, Processes and Services

Session Goal: Quick Prototyping is about acting before you have got the answers. During Step 3, much divergence and "blue sky brainstorming" occurred. Now, the team will use convergence techniques to tinker together a couple of prototypes. The team will draw or build models of the prototypes using materials or methods that are most appropriate.

Session Five

Step 5: Implementation and Positioning

Session Goal: At this stage, the team will begin with a Force Field Analysis which will pin down the forces *for* and the forces *against* a project. As a team, participants will develop doable action steps which will be used to implement these new processes and procedures. These will be taken back to the office and used.

Questions we need to ask ourselves in this phase:

- How do we put this new product/process into action?
- How can it work?
- Where can it work?
- How much money do we need?
- How can we test this new product/process?
- What is the recovery plan if it fails?

Q & A Session

END OF DAY TWO

YOUR WORKSHOP LEADER

Dr Richard D. Brynteson

Author, International Consultant
and
Professor

Organisational Management,
Concordia University, St. Paul,
Minnesota, U.S.A

With experience in marketing and product management, Dr Richard Brynteson brings a great practicality to innovation for your organisation.

Richard will push your thinking." As an organisational consultant, executive coach, teacher, and writer, Richard helps his students and clients examine their own thinking and make changes in order to improve their productivity and quality of life.

Richard helps his clients innovate work processes and products in order to improve effectiveness and efficiency. He helps them to creatively explore the relevance of their own assumptions and paradigms.

Richard has helped the Singapore military redesign work systems around Chinook helicopters, F-16 fighter planes, and Naval patrol boats

COURSE TIMETABLE

Registration	0830
Workshop commences	0900
Morning refreshment	1000
Workshop resumes	1015
Luncheon	1300
Workshop resumes	1400
Afternoon refreshment	1530
Workshop resumes	1545
End of workshop	1715

2-day event fee

- 2-day event @ RM3,688.00 per delegate
- Early bird @ RM3,288.00 per delegate before **26 September 2008**
- 10% discount for 3rd and subsequent registration (Premium Value)

Method of Payment :

Crossed cheque / bank draft to be made payable to **PROFESSIONAL KNOWLEDGE CENTRE (M) SDN BHD** and courier to **B-13-5, Megan Avenue II, 12, Jalan Yap Kwan Seng, 50450 Kuala Lumpur, Malaysia**

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WHY YOU SHOULD ATTEND

In this highly interactive workshop, Dr Richard Brynteson will take you through practical and workplace-friendly innovation techniques. He will share success stories from organisations around the world including, Southeast Asia, that have used these innovation techniques. You will learn in a "hands-on" and fun environment how to move from mere creative thinking to innovation by being involved in an *actual innovation project* during the workshop. Most importantly, you will leave with ideas and skills that you can apply as well as teach others to do things differently in your own workplace, immediately.

WHO SHOULD ATTEND

Directors, Division Heads, General Managers, Senior Managers and Managers of: Product, Marketing/ Branding, R & D, Strategic Marketing/Planning, Sales, Business Development; Chief Innovation Officers (CIO)

BUSINESS OPPORTUNITIES

This event will offer you an opportunity to gain preferential access to the senior executives in your target market to network and learn from each other. It is an excellent platform to meet decision makers face-to-face to create business opportunities and to enhance your corporate image in the market. Our events are not overcrowded exhibition where you need to compete with over 100 exhibitors. This is a targeted business strategy event where you get to meet the senior decision makers. For further details, please contact Ms.Thila at 603-2170 1588 or email thila@knowledgegroupco.com

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