



Product Innovation Process

December 05 2008 | Venue : Hotel Deccan Rendezvous, Pune

Workshop brought to you by

Continuum, USA and Elephant Strategy + Design, India



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Innovation is relevant to **YOU** and **YOUR BUSINESS**

no matter what sector, no matter what industry.

Overview

Innovation drives success

Over the last two decades, companies have done a great job of improving profitability through cost-cutting and efficiency gains. With little room left to cut, companies are now seeking to improve the top line through innovation. Everybody wants Innovation but do not know the “How” of innovation.

Firms throughout the world are grappling with how exactly to harness and exploit this somewhat intangible process. The approach is to understand the form and substance of innovation, and then you can begin to manage it.

How to get great ideas and transform these ideas into real end products This is the answer this highly interactive workshop will answer comprehensively. This workshop focuses on the two key drivers of organic growth innovative thinking and new product development.

Who should attend?

The workshop is intended for those leaders and managers who are charged with the responsibility of leading the innovation effort within their organizations. This workshop will prove to be a valuable learning experience for those truly passionate about advancing their organizations and themselves into the elite realm of being true Innovation leaders.

Facilitators

Daniel Buchner

Dan is the Vice President of Innovation and Design at Continuum Inc., USA. His vision and passion have helped companies and organizations realize the incredible business value of innovative design. During his 30 year career as a designer, he has run large manufacturing plants, led development and industrial design for billion dollar corporations, and established Moen Incorporated as the innovation leader in the faucet industry.

Tom Burchard

Tom Burchard is Vice President of Brand Experience at Continuum, USA. Tom leads the brand experience team in the use of human-centred methodologies to explore and deliver branded encounters. Tom with his team assists his clients in the definition and translation of their brand attributes into meaningful product, service and environment encounters. Tom holds over 25 patents.

Ashish Deshpande

Ashish leads all the branded product design projects and brand environment projects at Elephant Strategy + Design. Over the years he has been part of over 250 design projects ranging from appliances & medical equipment to retail environments and has lead teams on various award winning projects.

Partho Guha

Partho specializes in corporate branding, brand communication and experiential design projects. With a focus on design strategy and user centric innovation Partho has helped in formulating brand and innovation strategy for a diverse set of clients in pharmaceuticals, automotive, banking, engineering and FMCG.

Programme

09:30 - 10:00	Arrival
10:00 - 10:15	Pre-introduction exercise
10:15 - 10:30	Share results with large group
10:30 - 10:45	Introductions
10:45 - 11:15	Explanation of Innovative Thinking
11:15 - 11:30	View research videos
11:30 - 11:45	Break
11:45 - 12:30	Team debrief and map out-of-box experience
12:30 - 12:50	Create brand experience elements
12:50 - 13:00	Outline the persona of customer
13:00 - 13:30	Lunch
13:30 - 14:00	Develop analogy for the ideal out-of-box experience
14:00 - 14:45	Map ideal out-of-box experience
14:45 - 15:30	Prototype an aspect of the ideal experience
15:30 - 15:45	Break
15:45 - 16:15	Teams with different attributes compare ideal experiences and prototypes
16:15 - 16:45	Group reflects on experience with innovative thinking
16:45 - 17:15	Conclusion + Certification

Certification

All participants will get a certificate of participation from Elephantiversity Institute of Innovation.

Pricing

The workshop price is Rs. 5, 000 (Rs. 4, 000 early bird price if you register and pay before November 15, 2008) and includes instructional fees and materials. It also includes lunch, morning and afternoon refreshments. Discounts are available to companies that send three or more employees to the same program.

Registration

There are four easy ways to register for this workshop:

1. Call [+91 9921378687](tel:+919921378687)
2. Register online at www.elephantiversity.com/pip
3. Send an email to hrridaysh@elephantiversity.com
4. Download the registration form from the website and fax it to:
Elephantiversity at [+91 20-22951055](tel:+912022951055)

Last date of registration is **November 30, 2008**

Location

The workshop will be held on **Friday, December 05, 2008** at:

Hotel Deccan Rendezvous
1202 /3, Apte Road
Deccan Gymkhana,
Pune, 411004

Contact Information

If you have questions regarding program content or if you're interested in learning about available discounts, please contact Hrridaysh Deshpande at [+91 9921378687](tel:+919921378687) or email hrridaysh@elephantiversity.com