



New-to-the-Company Growth at ... <your logo>

Modules

Quandaries	<p>Leaders face quandaries in new-to-the-company growth. Bottlenecks remain the same, yet conventional approaches for taking new ground continue to disappoint. 10% of company revenue could be unrealized with the projects already at hand.</p> <p>What is the starting point for real change? Illuminate the Old Game. Gain insights into ways that game both interferes and supports your growth aspirations.</p>
Changing the Game	<p>OLD GAME → NEW GAME</p> <p><u>Old game</u> = incremental growth from organic sources and big growth from business development and acquisitions; a gated process for product development.</p> <p><u>New game</u> = a systematic and malleable process for building a growth business; achieving significant growth from both organic and open innovation sources.</p>
Innovation Platform	<p>A Complete Innovation Platform in 3 levels.</p> <p>Level 1: The roadmap for transforming each Big Idea into a commercial success.</p> <p>Level 2: The infrastructure to support the incubation and acceleration of your entire 'Big Idea' portfolio.</p> <p>Level 3: The strategic orchestration of new platform growth within the resources and priorities of your company.</p>
Thinking Tools	<p>NEW THINKING → NEW COURSES OF ACTION → NEW OUTCOMES</p> <p>Break the vicious cycle: tools to manage the NEWness to your company ... tools to manage the NEWness to the market.</p> <p>Some of the tools: Multi-Generational Planning, Breakthrough Thinking, Customer Buying Attributes, Strategic Risk Register, Communication Campaign planning</p>
Actionable Insights	<p>Take New Action = Make a Bigger Difference</p> <p>Q&A to apply these concepts to your specific growth opportunities; design new actions to impact your growth initiative; craft key messages.</p>

Deliverables to participants

- New techniques for de-bottlenecking and accelerating growth initiatives
- A diagnostic tool

The seminar leader

Doug Berger, founder of INNOVATE. INNOVATE's clients include Johnson & Johnson, The Walt Disney Company, Weyerhaeuser, and Air Products and Chemicals. Doug is an international speaker and publisher, *The Innovators* ezine.

Format

- A 1-day intensive targeting managers with a passion and accountability for new growth. For an audience of 10-15.
- A hands-on experience combining presentation, case studies, exercises and discussion.
- Pre-work is required.
- INNOVATE will sign your non-disclosure agreement.

Get Going Now! Contact jaymie@innovate1st.com or +1.732.564.9145