

# CREATE THE FUTURE

WITH A WINNING INNOVATION STRATEGY

MAY 17 - 18, 2011  
MUNICH (D)



## Top Management Seminar with Professor Robert G. Cooper

Dr. Robert G. Cooper is one of the world's leading authorities in the field of innovation, technology and new product development.

## WHAT ARE YOUR CHALLENGES?

- We react to new ideas that come along – we don't have clear direction in our business development.
- We don't have growth engines – we're focused on mature markets that won't deliver the results we need.
- Our search for great new product ideas is a scattergun approach – we have no well defined innovation areas.
- We lack big, strategic products in our development portfolio – too many small, low-value projects.
- We're not sure how to move from tactical to strategic innovation – towards pro-active roadmaps and strategic budgeting of our innovation effort.

## THE ISSUES

### Identify the Most Attractive Strategic Arenas

- Proven methods to find the most attractive business areas of the future – your engines of growth.
- Ways to identify upcoming threats like disruptive technologies or new business models
- Core competencies – how to identify and leverage them

### Define a Winning Product Innovation and Technology Strategy

- Defining goals and objectives for your business's innovation effort How to assess, identify and select your strategic arenas – areas to focus your R&D effort
- Real-company examples of how to pick the most attractive opportunity fields – the strategic arenas
- A practical approach how to win in the selected arenas: investment strategy, strategic stance, entry strategy and the role of "open innovation".

### Turn Your Strategy Into Action

- Strategic Buckets and Strategic Product Roadmaps – why top performers rely heavily on these practices
- Practical ways to link your New Product Portfolio to your company's strategic priorities
- The best metrics, charts and dashboards to use to optimize your portfolio's value
- How to pick winners for your roadmap – the strategic developments with real value to the business
- How to get the right mix and balance of projects in your development portfolio

## THE SEMINAR LEADER

Dr. Robert G. Cooper is one of the most influential innovation thought leaders in the business world today. He pioneered the original research that led to many groundbreaking discoveries including the Stage-Gate® Idea-to-Launch process. He has published more than 100 academic articles and seven books, including the best selling "Winning at New Products".

Cooper is President of the Product Development Institute Inc., Professor Emeritus, DeGroote School of Business, McMaster University, Hamilton, Ontario, Canada, & ISBM Distinguished Research Fellow at Penn State University's Smeal College of Business Administration, USA.

Many companies in North America, Europe, and Asia have introduced his methods, e.g. 3M, BASF, Carlsberg, Caterpillar, D. Swarovski, DuPont, Exxon Chemicals, Henkel, Hewlett Packard, Kraft Foods, Manner, Microsoft, Lego, Voith Paper, Pfizer, Procter & Gamble, Siemens, VISA and many others.

Cooper's seminars regularly receive top ratings:  
"Inspiring, profound, captivating, practical and effective!"



This newest book outlines a systematic approach to the product innovation and technology strategy and tactics.

## THE PARTICIPANTS

The seminar is designed for executives and senior managers responsible for maximizing the returns on their innovation efforts in the fields of Business Strategy, R&D, New Products, Marketing and Operations Management.

## THE SEMINAR

A compelling two-day seminar focused on selecting and investing in the right development projects:

- interactive lecture & discussion sessions, including lots of question-and-answer opportunities
- numerous case studies, illustrations, and practical examples from other companies
- templates, guidelines and checklists

# A PRODUCT INNOVATION AND TECHNOLOGY STRATEGY FOR YOUR BUSINESS

Tuesday, May 17, 2011

- 08:30 Coffee and Registration
- 09:00 Welcome & Introductions, Agenda
- 09:20 The Vital Role of a Product Innovation Strategy & What it is
- The impact of a product innovation strategy
  - Five different innovation strategies: how they perform and which one is right for your business
- 10:20 Speed Discussion Exercise: What Are the Major Problems and Challenges
- 11:15 Defining Goals and Objectives for Innovation in Your Business
- What are good objectives? What types of goals work best? Which targets make sense?
  - Putting metrics in place
- 12:00 Networking Lunch
- 13:00 Achieving Focus – Define and Select the Arenas
- Market & industry analysis: the value chain
  - Market trends, alternate scenarios, market maps
  - Exploiting peripheral vision and disruptive technologies
  - Undertaking a core competency assessment – what core competencies really are
  - Defining your strategic vectors and your next engines of growth
- 15:00 Focusing in on the Right Arenas – the Engines of Growth
- Ways to define strategic arenas and develop the Strat-Map
  - How to choose the right strategic arenas to focus on
- 16:30 The Attack Plans - Part I
- Investment strategy; Competitive strategy; Global/Local/Glocal strategy
- 17:15 Questions and Answers
- 17:30 End of Day 1

On Tuesday evening, five i's invites all participants to a networking reception and dinner.

Wednesday, May 18, 2011

- 08:30 Coffee
- 08:45 Review Issues From Day 1
- 09:15 Attack Plans – Part II
- Entry strategy (for getting into new arenas)
  - The role of open innovation in your strategy
- 10:30 Translating Strategy into Reality – Strategic Buckets
- What are strategic buckets
  - How they work to deliver a strategically aligned portfolio of development projects
  - Best practice charts from leading firms to display the portfolio effectively
- 12:00 Networking Lunch
- 13:00 Translating Strategy into Reality – Strategic Roadmaps
- Product and technology roadmaps – what they are, why use and how to create them
  - Using scorecards to select projects for the roadmaps
- 15:00 Implementing Portfolio Management in Your Business
- 15:45 Wrap up and Next Steps
- 16:30 End of Seminar – Beginning of Implementation

## ORGANIZER

### five i`s innovation consulting

As leading experts for innovation and growth in Central Europe, we support our customers in

- finding the right search fields and defining an innovation strategy,
- generating great new product, service and business ideas,
- improving their innovation system through Stage-Gate® principles and portfolio management,
- and leveraging their innovation projects with Voice-of-Customer research, market intelligence, business case development and project management.



don't wait - innovate.

[www.five-is-innovation.com](http://www.five-is-innovation.com)

## TOP RATED SEMINAR

This event was very important for our company as well as for me personally. Cooper's best practice advice helps us tremendously to further improve our innovation management and innovation controlling. The seminar is the best I could possibly recommend!

Dr. Jens Wieboldt, Director R&D, PolymerLatex GmbH

Bob Cooper's seminar was an extremely valuable experience! Most of the success factors have been known before and some of the presented methods too. But the way in which Cooper addresses the core issues led to a significantly higher learning effect than in most other seminars.

Dr. Stefan Hierl, Head of Corporate Innovation Management, Schaeffler KG

Bob Cooper is an excellent speaker and teacher. The seminar was exciting and inspiring as well as pragmatic and goal-oriented. The content has exactly met our needs, and we can immediately incorporate it into our company's innovation practices.

Dipl.-Ing. Ulrich Begemann, Vice President R&D, Voith Paper GmbH & Co. KG

## DATE

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## VENUE

in Munich

## ACCOMMODATION

to be defined

## PRICE

1.895,- (excl. MwSt).

The price includes the seminar documentation binder, lunch and refreshments.

If more than one person registers from the same company we offer a discount of 10% for the second and every additional attendee.

All participants are invited to join the networking reception and dinner on Tuesday evening.

## REGISTRATION

Please use the online registration form at [www.five-is-innovation.com/seminar](http://www.five-is-innovation.com/seminar)

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After your registration you will receive a formal confirmation and the invoice. As the number of participants is limited, we consider applications on a first come first served basis. In case of a sold out seminar we will inform you immediately.

For cancellations until April 30, 2011 we shall charge an administration fee of 10%. No refunds will be made for cancellations after April 30, 2011. You are always welcome to send a colleague to the seminar in case you are unable to come.