

Mastering Value Innovation

A practical framework for innovating your way to increased profits
 23rd - 27th November '08, Dubai, UAE

"Innovation is the specific instrument of entrepreneurship. The act that endows resources with a new capacity to create wealth."
 - Peter F. Drucker

Course Overview

Innovation is an overused buzzword in our society today. There are many different kinds of innovation, and much of what gets referred to as innovation these days is actually useful technological invention. Usually lost in the translation is that innovation ultimately is a means of delivering an increase in value to the customer. Value in a business context is only proven when a customer is willing to pay for the invented usefulness.

Value innovation typically describes the creation of new, uncontested market space that allows an organization to earn abnormal financial returns. Value innovation represents a unique opportunity for organizations to **increase revenue** and **cut costs** at the same time. To achieve this, it takes incredible organizational focus and discipline.

Companies too often rush an inventive product or service to market to beat the competition without fully incorporating the insights or strategic direction necessary to bring a valuable innovation to market instead. Any organization can pursue value innovation, regardless of whether they manufacture high-technology products or basic human services.

Achieving value innovation is not as simple as naming a Chief Innovation Officer or doubling your research and development budget. Creators of value innovation move beyond competitive benchmarking to successfully change their focus from beating the competition to a laser like focus on making the competition irrelevant by creating a **gigantic leap in value** for their customers and their company.

To be truly successful at value innovation, you must understand how to identify your organizational impediments, and learn to reshape the entire organization to reduce or eliminate them. At the same time you must educate and condition the organization to see and make the tough strategic choices necessary to achieve value innovation. This course will help equip you to begin the value innovation transformation journey with your organization.

Benefits of Attending

- Update your understanding of how to pursue **value innovation**
- How to identify the three characteristics of a **good strategy**
- Understand what is needed to **reconstruct market boundaries**
- How to **identify and overcome** key organizational hurdles
- How to build **sustainable and renewable** value innovation
- How to **create strategy canvases** for your products or services or organization
- How to **provide direction** to any pre-existing Value Innovation initiatives
- When to leverage a strong understanding of the **value innovation tools**
- How to structure your **strategic sequencing** for success
- How to **build execution** into strategies

Related Event

Enter the hyperlink in your internet browser to download brochure.



Innovation Culture

30th November to 3rd December 2008
 Dubai, UAE.

www.kavaq.com/08/04



Strategic Decision Making & Problem Solving for Leaders

25th – 28th January 2009
 Dubai, UAE

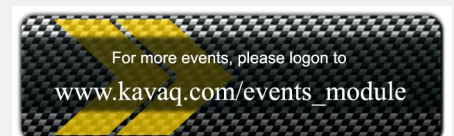
www.kavaq.com/08/05



Creative Thinking for Business Leaders

1st – 4th March 2009, Dubai

www.kavaq.com/08/06



Trainer's Profile



Braden Kelley

Braden Kelley, Founder of Business Strategy Innovation, has been advising companies on how to increase their revenue and cut their costs since 1996. He has maximized profits for companies in Japan, Switzerland, England, and the United States while living and working in the UK, Germany, and the United States. Braden earned his MBA from London Business School.

Braden is passionate about innovation and to that end has published articles for the Northwest Entrepreneurs Network and Biznik.com, and more than 110 articles for BloggingInnovation.com. In addition, he has written an innovation white paper titled "The Voice of the Customer" for Wunderman, and has published two case studies for Business-Strategy-Innovation.com.

In his consulting practice, Braden works with clients to increase the value and intelligence of their marketing activities and product and service offerings. In addition, Braden works with clients to create valuable new offerings and business models, while also delivering against the two main innovation offerings:

Innovation Acceleration - Helping organizations implement the strategies, processes and systems necessary to capture and engage the passion for innovation within the entire organization

Value Preservation (M&A) - Working with acquiring organizations (primarily in technology-related industries) to ensure that the future growth and innovation is preserved during an acquisition

Braden has had the opportunity to work with a wide range of companies in the financial services, healthcare, marketing, transportation, retail, software, hardware, professional services, e-commerce, online services, electronic payments, and more.

Currently he is a member of the Northwest Entrepreneurs Network and Biznik and writing a book on "Building an Innovation Engine". International clients and global projects include projects for Microsoft Dynamics, Misys, Holiday-Rentals.co.uk, Roche Diagnostics, e-Pay, Apple, British Airways, Microsoft Windows Live, Wunderman, and more.

Testimonials

"Packaged really well. Pyramid made clear sense and I feel I can easily apply these ideas to the success of my own business." - **Holly Belknap, Attendee of Braden's Seattle BizJam 2007 Conference Session** – "Do you have to be the best to win against the big guys?"

"I worked with Braden while he was working with Microsoft and Wunderman. Braden was great to work with, he had a deep and natural understanding of Interactive and a strong will to get things done with a high level of quality even under difficult time crunches. Braden is a great team motivator and talented partner on projects, I'd gladly work with Braden again and recommend him without any hesitation." – **Chuck Fletcher, VP, Director of Interactive Technology, Wunderman.**

"Working with Braden implies an in-depth, well thought-out result on a large range of topics that challenged our team. Ramp-up time is very quick, and Braden was known to keep calm and focused, no matter how much the pressure was on. I find Braden talented, dependable and able to translate strategic and lateral thinking into concise and highly usable documentation." – **Jessica Wawoe, Global Engagement Director, Wunderman Client testimonial from the creation of the on-boarding curriculum for Wunderman's global Microsoft account team**

"Braden on several occasions impressed me with ideas and solutions he derived. Braden possesses a rare combination of interpersonal skills and technical understanding. He has displayed a desire to learn and enthusiasm to lead projects. He is dependable, productive, intelligent, and widely trusted. Braden is very thorough with any range of tasks given to him and extremely professional." – **Steven Cheeseman, Senior Manager, Knowledge Management and Web Support Services, Symantec, Symantec Manager testimonial from the creation of Symantec's first Internet technical support and customer service capabilities**

Who Should Attend

- Chief Executives and Managing Directors
- Senior Managers and Directors
- Chief Marketing Officers
- Product Managers
- Chief Operations Officers
- Change Managers
- Internal Consultants
- Research and Development Leaders
- Chief Innovation Officers

Training Schedule

8.30am	Registration & Morning Coffee
9.00am	Training Starts
10.45am	Morning Coffee Break
11.00am	Training Resumes
12.30pm	Coffee Break
12.45pm	Training Resumes
2.30pm	Lunch/ End of Training

In-House / In Company Training

If you have a group of 15 or more people that would benefit from this program, we can deliver this program exclusively tailored to your organization. Please contact our in-house training department at:

Email:
inhouse@kavaq.com

Download InHouse Training Catalogue:
<http://www.kavaq.com/training/>

Course Outline

Day One

- ◆ **Introduction to the Workshop**
 - Self-introductions by participants and instructor
 - Expected learning outcomes of the seminar
- ◆ **Creating Blue Oceans**
 - New Market Space
 - Continuous Creation
 - Impact
 - Rising Imperative
 - Value Innovation – The Cornerstone of Blue Ocean Strategy
 - Formulating and Executing Blue Ocean Strategy
- ◆ **Analytical Tools and Frameworks**
 - Strategy Canvas
 - Four Actions Framework
 - Three Characteristics of a Good Strategy
 - Reading the Value Curves
- ◆ **Day One Review**
 - Recap the key takeaways of the day and assign some homework

Day Two

- ◆ **Day Two Overview and Exercise**
 - Activity with homework
- ◆ **Reconstruct Market Boundaries**
 - Path 1: Look Across Alternative Industries
 - Path 2: Look Across Strategic Groups Within Industries
 - Path 3: Look Across the Chain of Buyers
 - Path 4: Look Across Complementary Products and Service Offerings
 - Path 5: Look Across Functional or Emotional Appeal to Buyers
 - Path 6: Look Across Time
 - Conceiving New Market Space
- ◆ **Case Study: ING Direct**
 - Why simple ideas are sometimes the best
 - The importance of direct marketing
 - Expand slowly or go global quickly?
- ◆ **Focus on the Big Picture, Not the Numbers**
 - Focusing on the Big Picture
 - Drawing Your Strategy Canvas
 - Visualizing Strategy at the Corporate Level
 - Overcoming the Limitations of Strategic Planning
- ◆ **Reach Beyond Existing Demand**
 - The Three Tiers of Noncustomers
 - Going for the Biggest Catchment
- ◆ **Day Two Review**
 - Recap the key takeaways of the day and assign some homework

Day Three

- ◆ **Day Three Overview and Exercise**
 - Activity with homework
- ◆ **Get the Strategic Sequence Right**
 - The Right Strategic Sequence
 - Testing for Exceptional Utility
 - From Exceptional Utility to Strategic Planning
 - From Strategic Pricing to Target Costing
 - From Utility, Price, and Cost to Adoption
 - The Blue Ocean Idea Index

- ◆ **Overcome Key Organizational Hurdles**
 - Tipping Point Leadership in Action
 - The Pivotal Lever: Disproportionate Influence Factors
 - Break Through the Cognitive Hurdle
 - Jump the Resource Hurdle
 - Jump the Motivational Hurdle
 - Knock Over the Political Hurdle
 - Challenging Conventional Wisdom
- ◆ **Day Three Review**
 - Recap the key takeaways of the day and assign some homework

Day Four

- ◆ **Day Four Overview and Exercise**
 - Activity with homework
- ◆ **Build Execution into Strategy**
 - Poor Process Can Ruin Strategy Execution
 - The Three E Principles of Fair Process
 - A Tale of Two Plants
 - Why Does Fair Process Matter?
 - Intellectual and Emotional Recognition Theory
 - Fair Process and Blue Ocean Strategy
- ◆ **Conclusion: The Sustainability and Renewal of Blue Ocean Strategy**
 - Barriers to Imitation
 - When to Value Innovate Again
- ◆ **A Sketch of the Historical Pattern of Blue Ocean Creation**
 - The Automobile Industry
 - The Computer Industry
 - The Movie Theater Industry
- ◆ **Value Innovation – A Reconstructionist View of Strategy**
- ◆ **The Market Dynamics of Value Innovation**
- ◆ **Day Four Review**
 - Recap the key takeaways of the day and assign some homework

Day Five

- ◆ **Day Five Overview and Exercise**
 - Activity with homework
- ◆ **Waste Not; Want Not (a practical and in-depth sharing of ideas – Trainer's exclusive)**
 - Strategies for identifying and reducing waste before it's created
 - Generating revenue from waste
- ◆ **Beating the Big Guys (a practical and in-depth sharing of ideas – Trainer's exclusive)**
 - Do you need to be the best to win?
 - Examination of how to win by being "good enough"
- ◆ **Creating Continuous Innovation (a practical and in-depth sharing of ideas – Trainer's exclusive)**
 - Extending Value Innovation to be a repeatable exercise
 - A sneak peak at how you go about creating an innovation engine in your organization
- ◆ **Day Five Review**
 - Recap the key takeaways of the day
- ◆ **Day One to Five Course Review**
 - Recap the key takeaways of the entire course
 - Final Question and Answer session

REGISTRATION FORM

Delegates

1. Name : _____
 Job Title : _____
 Telephone : _____
 Mobile : _____
 Email : _____

2. Name : _____
 Job Title : _____
 Telephone : _____
 Mobile : _____
 Email : _____

3. Name : _____
 Job Title : _____
 Telephone : _____
 Mobile : _____
 Email : _____

Organization

Name : _____
 Telephone : _____
 Fax : _____
 Address : _____

Authorization (This form is invalid without a signature)

Name : _____
 Job Title : _____
 Signature : _____
 Date : _____

Contact Person

Name : _____
 Job Title : _____
 Telephone : _____
 Fax : _____
 Email : _____

NOTE: Please fill all details in this registration form.

INVESTMENT FEE

Workshop

Regular Fee /
Per Delegate

Mastering Value Innovation (23th to 27th November 2008)

USD 3,995

Please complete this form immediately and fax back to:

Fax: + 971 4 367 8038 / Mktg
 Or scan and email to: muneeb@kavaq.com



Payment Details

Payment is required within 5 days upon receipt of the invoice.

i. Bank transfer:

Kavaq Business Intelligence FZ LLC
 HSBC Bank Middle East Limited, Deira, P.O Box 66,
 Dubai, UAE
Account No: 020676144100
Swift No: BBME AEAD
All payments must be received prior to the event date

ii. Credit Card Payments (Please fill below)

Credit Card: Visa  Mastercard  (please circle)

Name on the Card: _____

Credit Card No: _____

Card Verification Code: _____

(Last 3 numbers below the magnetic bar at the back of the Card)

Expiry date: _____

Signature: _____

NOTE: Please send a copy (front & back) of your credit card as well

Confirmation details

Joining details confirming your participation will be sent, once a registration has been received. After receiving payment, a receipt will be issued.

Cancellations/Substitutions

Substitutions are welcome at any time. Please notify us at least 2 working days prior to the event. All cancellations will carry a 10% cancellation fee, once a registration form is received. All cancellations must be in writing by fax or email at least 3 weeks before the event date i.e. before 2nd November 2008. Cancellations with less than 3 weeks working days prior to the event date carry a 100% liability. However, course materials will still be couriered to you.

NOTE: The investment fee does not include any taxes (withholding or otherwise). In case of any taxes applicable the client has to ensure that the taxes are paid on top of the investment fee paid for the course. Compliance with the local tax laws is the responsibility of the client.