

## **C3Centricity 1-Day Catalyst Workshop**

### **I3: Immediately Improved Innovation**

**Overview:** Are you missing out on valuable new product and service opportunities by relying on out-dated innovation processes? This workshop will inspire all participants to take a fresh approach to innovation, which will lead to increased NPD success.

**Objectives:** To review the current processes of new product & service development, and plan / prioritise relevant improvements that can be introduced for more successful launches.

**Content:**

- The what and why of Innovation.
- Best practice innovation with examples.
- Review of current innovation practices in-house.
- Innovation levers and their uses.
- Practical use of innovation levers on company categories and brands.
- Concept development; identification of functional vs. emotional benefits and how best to communicate them.
- Metrics and methods for updating the innovation process.
- Summary and Q&A.
- Action planning, evaluation and close.

**Pre-work:** Analysis of current innovation processes and identification of the roles and responsibilities of all departments involved.

**For whom:** Category Directors, Product / Brand Managers, Business Intelligence, Market Research & Insight specialists responsible for evaluating New Product Development professionals.

**Materials provided:** Complete training file containing a summary of the presentations; examples of the charts, diagrams and process templates reviewed; blank examples of templates for internal use.