



Leadership For Growth- Outcome Driven Innovation Phase 4

Onsite – 40 Hours – Optimum Class Size: 5-10 Participants

Training Description

This series of trainings is designed to provide the management team with the knowledge and skills necessary to build and implement an actionable and comprehensive innovation driven business growth program based on the principles of Smart Manufacturing. This program is focused on the advanced skills, and importantly the procedures and discipline to operationalize this framework to maximize business results and to develop a robust innovation pipeline based on customer’s latent business needs. Most importantly this series of trainings will help the management team to have a clear view of their opportunities to create superior enterprise value in the business.

Participants will be trained on best practices in establishing, implementing, and maintaining an Integrated Growth Framework, which will provide financial, economic, and reputable benefits to the organization. The principal focus will be on sustained success in satisfying the needs and expectations of the organization’s stakeholders over the multi-year planning horizon.

Training Objective

This Phase 4 Training will focus on the identification of underserved market needs addressed by key core technologies and products. This will entail a process that ties user-defined metrics to the “job-to-be-done”, making innovation measurable and predictable. The process employs qualitative, quantitative, and market segmentation methods that reveal hidden opportunities for growth.

Skill Attainment

Participants will learn to:

- Define the “Job-to-be-done” and the markets related to such “Jobs”
- Uncover desired outcomes (needs)
- Quantify which outcomes are “unmet”
- Discover hidden segments of opportunity
- Define innovation challenges related to unmet need
- Formulate and deploy a winning strategy