

Harnessing Innovation for Breakthrough Results (workshop)

Creating a culture of innovation

Proudly hosted by



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(Previously The Rosebank Hotel)

FACILITATED BY INTERNATIONAL AUTHORS ROBERT JOHNSTON AND DOUG BATE!

Keeping up with changes in customers, markets, technologies, and trends requires an ongoing ability to find **new and better ways to create value for both customers and organisations**. That is the essence of innovation - **finding new ways to create value**. This one-day workshop will show how learning to brainstorm is not enough to create a culture of innovation in your organisation. The secret to success in innovation is creating a simple system in your organisation that will foster and support innovation activities that lead to breakthrough results.

Join **Bob Johnston and Doug Bate**, authors of *The Power of Strategy Innovation*, as they share their insights on how to create a culture of innovation for any organisation that will lead to significant results and overall growth. They will draw on examples from well-known international organisations they have worked with as well as their experiences with a company in South Africa that has recently adopted an innovation system for meeting their growth goals.

A Harvard Business School case will be used to highlight how **Procter & Gamble** began, with the help of Johnston and Bate, their highly successful Innovation journey. You and your team will learn what steps you can take to make your division/department or your entire company more innovative and to dramatically increase the flow of innovative ideas that can make a significant difference to your success.



Delegates will receive a FREE copy of *The Power of Strategy Innovation* by Robert E. Johnston, JR and J. Douglas Bate

WORKSHOP PROGRAMME

One-day workshop (08:30 - 16:30)

- What innovation is and why it is so often misunderstood
- The many facets of innovation
- Why innovation takes hold in some organisations and not others
- The organisational immune system - barriers to innovation
- The new phase of organisational innovation - systemic innovation
- **Procter & Gamble** case study - the power of systemic innovation
- The four pillars of an innovation system
- The organisational mindset necessary for systemic innovation
- Creating a culture for innovation
- The role of senior executives in supporting innovation
- Innovation at the tactical and strategic levels
- The critical tool that is better than brainstorming
- How a South African company is creating a powerful innovation system
- Actions you can take to establish and maintain innovation in your department/organisation

ABOUT THE FACILITATORS

Bob Johnston and Doug Bate have been helping organisations around the world to identify

innovative new business opportunities for nearly 25 years. Based on work they did with **IBM Research, 3M, Hewlett-Packard, Kodak, Carl Zeiss** and many other companies, Bob and Doug wrote their book, *The Power of Strategy Innovation*. Since its publication, the principals of The Visterra Group have been working with clients internationally to introduce principles of innovation to achieve breakthrough opportunities in both their strategic and tactical challenges.

In addition to his work with Visterra, **Bob Johnston** is also currently the President and Chairman of the Product Development and Management Association, the leading global organisation for the use, best practices, and research of innovation in business.

Doug Bate, managing partner of Visterra, has been writing articles on innovation and hosting a segment of the Front End of Innovation Conference in 2010 in Boston.

WHO SHOULD ATTEND?

This workshop is designed for anyone interested in creating an organisational environment that will encourage the creation of innovative new opportunities for exceeding goals and stimulating growth. It is ideal for:

- MD/CEO
- Senior executives
- Division/department leaders
- Project teams
- Innovation champions

SPECIAL OFFERS:

- Register 3 delegates and the 4th delegate attends FREE of charge!
- **Special discount for registered NPOs, SMALL BUSINESSES (30 or less employees) full-time lecturers at universities/colleges/schools - contact us for more information!**

Register Online

For more information or to receive a full brochure with a registration form, kindly contact **Magdeline Matlatse of Knowledge Resources** +27 (0) 11 880 8540 or magdeline@knowres.co.za