



Product Innovation & Fast-to-Market Strategies

"Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow."

William Pollard

WHAT YOU WILL TAKE AWAY:

- ↪ 4 Categories of Innovation
- ↪ 6 Powerful Inventive Thinking Techniques
- ↪ 7 Dimensions of Strategic Innovation
- ↪ 3 Criteria To Assess Your Innovation Portfolio
- ↪ 10 Brainstorming Rules
- ↪ 11 Practicing Tips
- ↪ Google: 10 Golden Rules
- ↪ Steve Jobs' 12 Rules of Success
- ↪ 3 Strategies of Market Leaders
- ↪ 8 Best Practices of Successful Companies
- ↪ AND SO MUCH MORE

YOU SHOULD ATTEND:

Executive Directors, Directors, Vice Presidents, General Managers, Heads, Senior Managers, Managers & Executives:

- ↪ Product Development
- ↪ Business Development
- ↪ Sales & Marketing
- ↪ CRM
- ↪ Strategic / Corporate Planning
- ↪ R & D
- ↪ Commercialization Unit
- ↪ All Senior Mgmt

Topics to be Covered:

- DOs and DON'Ts of a Successful Innovator
- Entrepreneurial Creativity
- Trend Spotting Tips
- Systemic Innovation
- Competitive Strategies
- Launching a Crusade
- Business BLISS

Case Studies will include:

- ☉ Nike
- ☉ IDEO
- ☉ Gillette
- ☉ Dell Computer Corporation
- ☉ Charles Schwab
- ☉ Google
- ☉ Silicon Valley Firms

Organized By:

**LSW INTERNATIONAL SDN.
BHD. (761055-K)**

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This workshop can be customized to fit into your organizational culture. Please call our friendly sales consultants for more details.

Day One Program Itinerary: Product Innovation

Innovation

- 4 Categories of Innovation
- DOs and DON'Ts of a Successful Innovator
- IDEO's Innovation Practice Tips
- The Art of Innovation: 9 Truths
- 6 Powerful Inventive Thinking Techniques
- 7 Dimensions of Strategic Innovation
- Deciding If Your Innovation Portfolio Has Enough Stretch
- 3 Criteria To Assess Your Innovation Portfolio
- Entrepreneurial Creativity
- Keeping Eyes Open for Inspiration
- Trend Spotting Tips
- 10 Brainstorming Rules

The Jazz of Innovation

- 11 Practicing Tips
- ### Innovation-friendly Organization
- Organizing for Innovation: Organizational Models that Support Innovation
 - How To Transform Your Business Into an Innovative and Creative Culture
 - Guiding Principles To Liberate Employees from the Fear of Trying New Things
 - Google: 10 Golden Rules

Smart Corporate Leader

- Steve Jobs' 12 Rules of Success
- Systemic Innovation
- Innovation Management Policies for Large Corporations
- 3 Strategies of Market Leaders
- Project Management



When you're creating something new to the world, you can't look over your shoulder to see what your competitors are doing; you have to find another source of inspiration,"
says Tom Kelly from IDEO.

Day Two Program Itinerary: Fast-to-Market Strategies

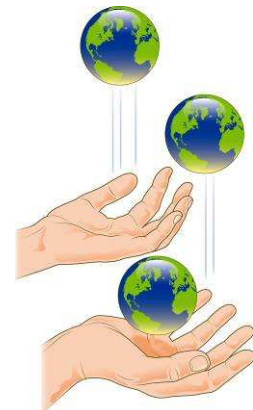
- Bringing New Products and Service to the Market Faster than Your Competitors
- Why Should You Strive To Become a Market Leader?
- Competitive Strategies
- Balanced Organization: 5 Basic Elements
- The Art of War: Planning an Attack
- Business BLISS
- Launching a Crusade
- Owning and Exploiting Your Competitive Advantage
- Fast to Market Tactics
- Own and exploit your competitive advantage
- Get vendors and suppliers to move fast
- Stay beneath the radar
- Institutionalize innovation
- Get other fast people on your side
- 8 Best Practices of Successful Companies

Do's

Start small – try to do one specific thing...

Don'ts

Don't undershoot, or you will simply create an opportunity for competition...



Hard Innovation is organized R&D characterized by strategic investment in new product development or improvement.

Soft Innovation is the clever, insightful, useful product ideas that just anyone in the organization can think up.

Trainer's Profile

Vadim Kotelnikov is an **Inventor, Author and the Founder of Ten3 Business e-Coach**. He developed the **Global Ten3 Network** popularly known as the **Virtual Venture Valley #1(VVV1)**.

Vadim has been providing international business consultancy and training services since 1990. He has worked in 50+ countries.

His clients include **3M, ABB, Adidas, Alcatel, American Express, Bayer, Boeing, British American Tobacco, BP, Canon, Cisco, Colgate, Corning, Deloitte, Ernst & Young, Fujitsu-Siemens, GE, GM, Goldman Sachs, HP, Hitachi, Hyundai, IBM, Intel, Johnson & Johnson, JP Morgan Chase, KPMG, Lufthansa, Microsoft, Motorola, Nokia, Oracle, Prudential, Samsung, Shell, Sony, Union Bank of Switzerland** and many leading business schools.

Vadim's current prestigious vocations are:

- **President** of Global Incubator of Venture and Innovation Strategies (GIVIS), USA
- **CEO** Ten3 East-West, Russia
- **Principal** Ten3 NZ Ltd., New Zealand
- **Principal** Ten3 Consulting, Germany
- **Director General & Board Member** of Congress Prominvest, Russia
- **Board Member**, Indiaco, India
- **Advisor**, ICSTI, The International Council for Scientific and Technical Information

Vadim is also a **Life-Business Synergy e-Coach** and his organization Ten3 Business e-Coach is the **World's #1** - and actually **the only!** - inspirational business e-coaching resource for modern business leaders, venturepreneurs, innovators, business consultants, and trainers. It inspires entrepreneurial creativity and leadership, facilitates systematic thinking, and helps you discover innovative business synergies. Over **10,000 people** from all over the World visit his free website version of Ten3 Business e-Coach every day.

Vadim has an **MSc in Cybernetics, MSc in Economics** and a **PhD in Economics** as well.



Testimonials

I am a great fan of your e-Coach and it motivates me to drive my career in IP & Innovation management.

Pinaki Ghosh, Infosys Technologies Limited, India

Universities and Schools of Business should have this (training tools) as a standard resource.

A.Wein, Entrepreneur Consultant & Professor, RMIT

Good Guides from an experienced trainer.

Mohd Khairuddin Haasan, Mesiniaga Berhad

Provide the diversified perspective one needs...

Ross Abdullah, FPSO Ventures

Training Schedule

8.30 a.m. - Registration	9.00 a.m. - Session Begins
10.30 a.m. - Coffee Break	11.00 a.m. - Session Resumes
1.00 p.m. - Lunch	2.00 p.m. - Session Begins
3.30 p.m. - Coffee Break	4.00 p.m. - Session Resumes
5.00 p.m. - End of Session	

Note: Workshop will be interactive and fun and filled with group exercises and discussions.

HOLIDAY VILLA
SUBANG

26-27 AUGUST 2008

▶ LSW INTERNATIONAL
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Workshop Fee

USD 850.00

(per delegate)

USD 750.00

(per delegate) (PAY
BEFORE JULY 25TH)

**10% DISCOUNT
FOR GROUPS OF
3 OR MORE**

Payment Mode

By cheque — crossed & payable to:
LSW INTERNATIONAL SDN. BHD.

By direct transfer/bank draft:
Al Rajhi Bank Berhad,
Subang Jaya Branch, Selangor, Malaysia

A/C: 12800 - 10806 10644

Swift Code: RJHIMYKL

*Payments must be received within 7 days from the date of
invoice.*

REGISTRATION (Please complete this form and fax back to +603 - 5637 0366)

1. NAME (Dr/Mr/Mrs/Ms):
POSITION:
DEPARTMENT:
EMAIL:

AUTHORISED BY:

NAME (Dr/Mr/Mrs/Ms):
POSITION:
EMAIL:

2. NAME (Dr/Mr/Mrs/Ms):
POSITION:
DEPARTMENT:
EMAIL:

TEL.(direct):
SIGNATURE:
(Compulsory)

3. NAME (Dr/Mr/Mrs/Ms):
POSITION:
DEPARTMENT:
EMAIL:

INVOICE TO:

ORGANISATION NAME:
ATTN. TO (Dr/Mr/Mrs/Ms):

4. NAME (Dr/Mr/Mrs/Ms):
POSITION:
DEPARTMENT:
EMAIL:

POSITION:
ADDRESS:

5. NAME (Dr/Mr/Mrs/Ms):
POSITION:
DEPARTMENT:
EMAIL:

TEL.:
FAX:
EMAIL:

**CANCELLATION: Must be in writing at least 2 weeks
before the event**

SUBSTITUTIONS: Welcome anytime

INDEMNITY: LSW International Sdn Bhd reserves the right to make any changes or amendments to the program for reasons beyond its control.