



INSTITUTE OF PROFESSIONAL INNOVATORS

2-Day Executive Workshop



STRATEGIC INNOVATION AS A SCIENCE

**The Process for Creating Long-Term
Advantage and Sustainable Growth**



A MESSAGE FROM THE IPI PRESIDENT

Dear Decision-Maker,

The presented here 2-Day Executive Workshop entitled “Strategic Innovation as a Science” is **absolutely unique as it delivers unrivaled value** for the participants. The material clarity and the power of tools enable me to guarantee the achievement of the following benefits!

- First, you will identify **at least 2 Growth Opportunities** related to your business within 1 month after the Workshop, or we will refund your registration fee! Most likely, you will achieve it during the Workshop!
- Second, to ensure your success and support your initial efforts in applying the learned material to your needs and Strategic Challenges, we offer **FREE Implementation Support & Coaching for 30 days**.
- Third, you will acquire unique knowledge that enables **continual discovery of the market’s unspoken needs** leading to the creation of innovations satisfying these needs thereby causing delight of the customers. This capability of continually delighting your customers will result in your firm’s sustainable growth.
- Finally, you have our unconditional **No-Risk Guarantee**. If, by the end of the first day, you feel dissatisfied with the program, let us know. We will immediately and completely refund your registration fee.

Achievement of these results is possible by applying the General Theory of Innovation (GTI), a powerful scientific theory that transforms the capricious art of innovation into a step-by-step process with a highly predictable and consistently successful outcome. Created in 1988, GTI has been rigorously tested under real-life conditions and proven its effectiveness. Throughout this brochure, you will find testimonials provided by your peers from the industry. These executives have experienced the power of GTI, learned what you will learn during the Program, and, admittedly, they have benefited greatly. You can and will benefit as well; it is a promise!

Last but not least, the Program is truly result-oriented and designed to benefit you immediately! Your efforts aimed at applying GTI to your organization’s real strategic challenges will be supported during and after the Workshop.

I encourage you to read the brochure, consider the Program value and commit to employing the proven power of GTI and Strategic Innovation for your firm’s benefits. By registering a small team (2 to 4 persons), you will benefit even more!

I sincerely want to thank you for your time and consideration! I am looking forward to seeing you and your team at the upcoming Workshop.

Respectfully yours,
Greg Yezersky

VOICE OF YOUR PEERS

CHRYSLER LLC.

The course has introduced a very logical process for predicting the future of the market and customers’ requirements. It will change my framework for approaching, recognizing and solving issues. I would absolutely recommend it to others.

Joseph Veltri

Director of Marketing, Body-On-Frame Vehicles

EASTMAN KODAK COMPANY

Your approach to systems analysis of problematic situations, forecasting and innovation will soon form the basis of a new best practice here at Kodak. Already, I have been able to apply the GTI approach to forecasting to predict future trends in the Graphics printing business resulting in the generation of several truly novel product concepts.

William Y. Fowlkes

Operations Manager, Printing Solutions Science and Technology Center



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Executive Program

Depending on specific goals pursued by a customer, the IPI's Executive Program has four offerings:

- 1-day Seminar "The Science of Forecasting"
- 1 - day Seminar "Strategic Advantage"
- 2-day Executive Workshop "Strategic Innovation" presented here
- 3-day Executive Workshop "Achieving Continual Market Leadership"

The Events cover the subject of Strategic Innovation at a different degree of details. However, they all designed to benefiting you immediately by applying GTI to your company's Strategic Challenges during the Event.

CHRYSLER LLC.

General Theory of Innovation presents an absolutely new way to better understand ways to improve our product offering. Good job! I recommend the course to anyone interested in satisfying the customer.

Mark Clemons,
Senior Manager, Market
Measurement Research

The Executive Workshop Synopsis

Innovation creates value and the underlying reason for customers' decision to buy products and services leading to a company's success. However, not all innovations are equal! The overwhelming majority (80%) of new products result in losses. Out of 20 percent leading to profits, very few innovations delight the customers creating advantage and growth. They are termed Strategic Innovations.

This **UNIQUE** 2-day Executive Workshop is designed to enable deliberate and continual creation of Strategic Innovations, which will result in continuous market leadership for any company. The material clarity and the power of tools will enable you to immediately (during the Workshop!) apply the newly acquired knowledge to your own organization: its products, processes and services thereby providing you with strategic advantage. **Your satisfaction is guaranteed!**

What You Will Accomplish

- Discover **at least 2** Growth Opportunities related to your business.
- Learn a systematic method for discovering unmet market needs.
- Learn how to create innovations that delight the customers: Strategic Innovations.
- Learn why, how and in which direction the industries, products and services evolve.
- Learn how to identify future strategic opportunities and threats.
- Learn two major evolutionary mechanisms that deliver Value to the marketplace.
- Learn how to create winning / advantageous organizational strategies using this new knowledge of future trends.
- Learn how to develop Unique Value Proposition, which will succeed in the market.
- Learn the step-by-step process of how to apply this new knowledge to your organization, its products & services and [try this process out](#).

Who Should Attend

The Workshop will benefit senior executives in all areas of business and those staff members involved in the process of making strategic decisions.

- CEOs, COOs, CTOs and senior executives responsible for new business development;
- Senior executives who are in charge of innovation, strategy and R&D;
- Corporate Venture Managers and M&A Managers looking at growth through innovation;
- Executives charged with planning and implementing innovation;
- Marketing and product planning executives.

VOICE OF YOUR PEERS

CHRYSLER LLC (formerly DAIMLERCHRYSLER CORP.)

High level insightful thinking. Very helpful. Develops and allows a fundamentally new way of analyzing customer input. Extremely well done! I absolutely recommend the course to others.

Ron Zarowitz, Senior Manager, Product Planning

GTI is all embracing excellent method, which incorporates many separate methodologies in a very effective way. This was really great. Really enjoyed it! Highly recommend to anyone responsible for product strategy and planning.

Julie Zona, Product Strategy, Chrysler Brand

GTI-based course is very useful and absolutely thought provoking. The majority of concepts are highly original and interesting. I will start using it right away to evaluate the projects in my portfolio.

Mary Neaton, Portfolio Manager, Product and Feature Strategy

EVENFLO COMPANY, INC.

The feeding and healthcare products group of Evenflo, Inc. faced a quite challenging market situation for one of its products in early 2003. Being in the very competitive field, any our attempt to improve the product interfered with our competitors' patents. That is when we asked Mr. Greg Yezersky to help us come up with new product ideas.

In one month, Mr. Yezersky delivered up to a dozen of new product concepts. Not only were they patentable, but also a number of them represented principal advancements of our technology state of the art. A combination of these concepts with our own ideas satisfied all the system requirements, was quickly engineered, tested and is in the production right now. We are confident that we will be able to significantly improve our market position after introduction of this improved product.

We would like to acknowledge that our cooperation with Mr. Greg Yezersky has been a success, and we highly recommend services of Mr. Greg Yezersky to any organization striving to improve its product line, market share and ability to compete through application of the General Theory of Innovation, which he has created.

Ken Yee, Director of Engineering, Feeding & Healthcare

AMERICAN SPECIALTY CARS

General Theory of Innovation (GTI) provides interesting, deep and insightful perspective to more robust systems / product development and system oriented problem analysis and solution.

Greg Exner, Director, Product Development

Here is a partial list of companies that have benefited over the years from utilizing the power of GTI:

The Aerospace Corporation (the US Air Force); AlliedSignal, Inc.; American Specialty Cars, Inc.; Black & Decker Corp.; The Boeing Company; Chrysler LLC; Eastman Kodak Company; Evenflo Company, Inc.; Ford Motor Company; General Motors Corporation; Johnson Controls, Inc.; Johnson & Johnson Inc.; LifeFitness (a subsidiary of Brunswick, Inc.); NASA; Pilot Industries; Rockwell International, Inc., and many other fine organizations.

OUR UNIQUE VALUE PROPOSITION AND GUARANTEES

1. First, we guarantee that within one month after the seminar completion you will identify **AT LEAST 2** Strategic Innovations / Growth Opportunities that are directly related to the nature of your business. If you diligently try to apply our processes and tools but are unable to produce practical results during the mentioned period, we will gladly return you registration fees.
2. Second, to ensure your post-workshop success and support your initial efforts aimed at maximizing the benefits of what you will have learned at this workshop, the Workshop price includes **FREE Implementation Support & Coaching for 30 days**. We will answer your questions, analyze the results of your attempts to apply GTI to your needs and Strategic Challenges and provide our instrumental feedback, so you are guaranteed to achieve even more real-life results.
3. Third, the material you will learn is **UNIQUE** and is unavailable only from any other source.
4. Finally, your satisfaction is **100%** guaranteed. If, by the end of the first day, you feel dissatisfied with the quality of this program, let us know. We will immediately and completely refund your registration fee.

THE EXECUTIVE WORKSHOP TENTATIVE AGENDA

Day One: The Science of Forecasting	Day Two: Creating a Winning Strategy
<ul style="list-style-type: none"> ▪ Introduction: objectives, agenda, process; Innovation and continual market leadership ▪ Fundamentals of the General Theory of Innovation (GTI); Major applications of GTI ▪ The process of systems evolution; Natural laws of systems evolution; Evolution of value ▪ The two phases of the GTI-based process of forecasting: <ul style="list-style-type: none"> • Identifying upcoming (future) challenges and unmet needs <ul style="list-style-type: none"> ◆ Improving existing functions and features ◆ Adding non-existing functions and features ◆ Minimizing customer's "expenditures". • Tools for overcoming the previously identified challenges. Problem-Solution Templates. ▪ Workshop: applying GTI and Strategic Innovation methodology to a real strategic challenge of participants. 	<ul style="list-style-type: none"> ▪ Introduction: strategy and forecasting; Strategy vs. technology; The nature of value; Value Creation Process ▪ Defining strategy; The GTI-based process for creating a superior organizational strategy ▪ Value Matrix; Value Strategies; Comparing Value Strategies, their advantages and disadvantages; Strategic Templates ▪ Protecting strategic advantage: barriers to entry ▪ Market standing and corresponding business Goals; Four Generic Growth Strategies. Alignment between Generic Growth Strategies and Value Strategies ▪ The step-by-step process of creating Strategic Innovations. ▪ Workshop: applying GTI and Strategic Innovation methodology to a real strategic challenge of participants.



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2-Day Executive Workshop Registration Form

The Workshop Venue

The dates: 05/19–05/20, 2008

The Workshop will be held at the Crowne Plaza Hotel (Wayne Metro Airport). Refer to the Institute of Professional Innovators seminar to get group rates.

Crowne Plaza Detroit Airport

8000 Merriman Road

Romulus, MI 48174

Phone: 734-729-2600

Fax: 734-729-9414

www.crowneplaza.com

Please let us know if you have questions or suggestions.

Attire

All events are business casual dress

CPG INTERNATIONAL (Italy)

I am absolutely confident that what I have learned will greatly improve my capabilities.

*Lorenzo Duroux,
R&D Manager*

ADAT (Italy)

For my professional objectives, I think it is the most interesting theory I have learned in my life. I am sure that the impact will be great!

*Claudio Ongaro,
Manager, Product Development*

CENTRO "A.VOLTA" (Italy)

To people who keep asking me about what I did in Vinci for a week I answer that I've never appreciated a seminar so much as yours!

*Matteo Baracani,
Technology Manager*

The Workshop Fees & Registration

Workshop Fee: \$2,500 per person. The fee includes workshop materials, your **FREE 30-Day Implementation Support and Coaching**, daily continental breakfasts, lunches, refreshment breaks, and the networking reception.

Team Discounts: Teams of two or more may deduct \$250 per person.

Cancellation policy: Those who cancel at least two weeks prior to the Workshop start date will receive a full refund.

No-Risk Guarantee: Your satisfaction is 100% guaranteed. If, by the end of the first day, you feel dissatisfied with the quality of this program, let us know. We will immediately and completely refund your registration fee.

REGISTRATION OPTIONS

Call: 248-381-1491 **Fax:** 248-715-6269

Mail: Institute of Professional Innovators
35987 Charter Crest Road
Farmington Hills, MI 48335

E-Mail: the following information to info@ipinetwork.com

Name & Title: _____

Organization: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **Fax:** _____

Email: _____

Method of Payment: MASTER CARD VISA

Check is enclosed (Payable to the Institute of Professional Innovators)

Cardholder Name: _____

Card Number : _____ **Exp. Date:** _____

I authorize IPI to charge my card for the total amount: \$ _____

CARDHOLDER SIGNATURE: _____

Reference of (please indicate whom should we thank for your participation):

ASTRA UofM C2C QFDI Other: _____