



INSTITUTE OF  
PROFESSIONAL  
INNOVATORS

OCTOBER 21/22  
SOUTHFIELD, MI

# WHAT CUSTOMERS WILL WANT

THE ‘How-To’ OF BUILDING INNOVATIONS THAT  
CREATE COMPETITIVE ADVANTAGE AND GROWTH



In their pursuit of sustaining success, firms seek unmet customers' needs by interviewing them. This is ineffective for two reasons.

- Competitors also do it and gain the same information - nobody has an advantage.
- Since developing an offering takes time, current customers' needs become obsolete before the offering is delivered.

Creating an advantage and growth requires knowledge of customers' future and latent needs, yet future is unknowable. But is it?

With advent of General Theory of Innovation (GTI), you can solve this challenge! Based on GTI, you will be able to identify your customers' latent and future needs today!

## FOLLOWING CUSTOMERS CANNOT CREATE GROWTH

### WHO THE SEMINAR IS FOR

This seminar will benefit executives and professionals from these functional areas.

- Market Research / Marketing
- Strategy
- Finances / Investment
- New Product Development
- Business / competitive intelligence
- Mergers & Acquisitions
- Business development
- Research & Development

### BENEFITS OF ATTENDING

The benefits of this seminar are:

- Reverse an innovation project odds to create growth: from the current level of 1% to 59%
- Gain capability to predict the future of market's / customers' requirements
- Master the process of creating strategic innovations
- Achieve sustainable competitive advantage
- Increase ROI multifold

*"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 Research, CHRYSLER GROUP LLC*



## SEMINAR UNIQUE FEATURES

By attending this seminar, you will gain unique knowledge about

- The underlying logic of evolution of products and services
- The step-by-step process of identifying customers' future and unaware needs
- 4 Generic Growth Strategies; their respective advantages and disadvantages
- 6 Strategies for identifying the best 'growth-fostering' needs
- And a lot more...

## OUR GUARANTEES TO YOU

Every Value Package includes the following guarantees.

- Your satisfaction is 100% guaranteed. If you feel dissatisfied with the quality of this program, let us know by the end of the first day. We will immediately and completely refund your registration fee.
- The tuition fee includes FREE 30-Day post-seminar support to encourage and support your implementation efforts.

## LEADING THE CUSTOMERS Is REQUIRED FOR SUCCESS!



*"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. Thank you for your help!"*

*William Y. Fowlkes, Director, IP Portfolio Management, EASTMAN KODAK CO.*

# THE 'HOW-TO' OF PREDICTING CUSTOMERS' NEEDS

## GENERAL THEORY OF INNOVATION

Forecasting market's needs is enabled by the General Theory of Innovation (GTI), a scientific theory of innovation, which is based on the following principles.

1. As systems, products and services evolve. Any innovation is a single step in this process.
2. Despite perceived randomness, evolution has logic and a predominant direction, deviation from which predetermines troubles for an innovation.
3. Instead, obeying the logic of evolution (deliberately or not) enables reversal of the odds and creation of successful innovations virtually on demand!

## GTI & THE FUTURE OF NEEDS

A better / cheaper/ faster solution to a known need does not ensure strategic advantage and growth. Identification of Unique and Meaningful needs (aka the **RIGHT Problems**) is required.

Based on the underlying logic of evolution of products and services, GTI enables reliable identification of the **RIGHT Problems** and has 6 Strategies to do so.

GTI approach to uncovering these strategic opportunities is called “**Design for Advantage**”. It is designed for identifying, prioritizing, selecting, and solving the **RIGHT Problems**. Sign up and learn this powerful methodology!

**EVERY INNOVATION IS A SINGLE STEP IN THE EVOLUTION OF SYSTEMS.  
MASTER ITS LOGIC AND IDENTIFY THE FUTURE OF CUSTOMERS' NEEDS!**



# THE INDUSTRY VALUES WHAT YOU WILL MASTER

## CHRSYLER GROUP, 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*

## LOCKHEED MARTIN, CORP.

*"General Theory of Innovation addresses several areas that are never considered in the industry, in my experience. Well done! One of the best courses I've ever had. This will permanently change the way I work."*

*James Sutton, Systems Engineer Principal*

## BLACK AND DECKER, INC.

*"With GTI help, we have developed a breakthrough in the power tools segment, and, as a result, we expect significant financial gains."*

*Mike Brennan, Vice President, Product Development*

## MANY GREAT ORGANIZATIONS BENEFITED FROM THE POWER OF GTI

**Honeywell**

**BorgWarner**

**LOCKHEED MARTIN**



**THE AEROSPACE CORPORATION**



**BOEING**



**Microsoft**



**BLACK&DECKER**

**Johnson Controls**



**Spotify**



**Capgemini**



**McGladrey**



# THE SEMINAR CURRICULUM

## DAY 1 (8 AM - 5PM)

### I. INTRODUCTION (45 MIN.)

- The imperative of sustaining growth
- The root cause of corporate growth cessation
- Course overview

### II. THE GENERAL THEORY OF INNOVATION (GTI) - INTRODUCTION (45 MIN.)

- Demystifying innovation - study of the evolution of man-made systems
- Major findings

### III. GTI DESIGN FOR ADVANTAGE™ METHODOLOGY OVERVIEW(1 HR.)

- Major concepts
- 4 General Growth Strategies
- The process overview

### IV. THE DESIGN FOR ADVANTAGE™ METHODOLOGY: A STEP-BY-STEP PROCESS (5 HRS)

- A. Stage 1: Preparation (modeling the competitive landscape, creating Value Map)
  - Information gathering
  - Mapping the Customers' Challenge
  - Mapping existing Value Creation process (competing solutions)
  - Hands-on Workshop

## DAY 2 (8 AM - 5PM)

### IV. THE DESIGN FOR ADVANTAGE™ METHODOLOGY: A STEP-BY-STEP PROCESS (CONTD.)

- B. Stage 2: Analysis of the Value Creation Map (4 hrs)
  - Application of 6 Strategies for Identification Growth Opportunities
  - Formulation of Growth Opportunities
  - Prioritization and Selection of the Growth Opportunities
  - Hands-on Workshop

- C. Stage 3: Synthesis 1 (conceptualization of Growth Platforms - 2 hrs)
  - Formulation of the strategic problems to be solved
  - Analysis and solution of the selected strategic problems
  - Evaluation of the developed solutions
  - Hands-on Workshop

- D. Stage 4: Synthesis 2 (further evolution of Growth Platforms - 1 hrs)
  - Identification of future problems related to Growth Platforms
  - Analysis and solution of the problems
  - Hands-on Workshop

- E. Stage 5: Planning the implementation process (30 min)

### V. CONCLUSION, QUESTIONS AND ANSWERS (30 MIN)

- Group Discussion
- Next Steps



# THE WORKSHOP INFORMATION

## THE SEMINAR LEADER



The Workshop will be led by Greg Yezersky. He is the creator of the General Theory of Innovation (GTI) and GTI multiple applications, including the Design for Advantage™ methodology.

He has been in the business of innovation since 1983. Greg has conducted hundreds of seminars on the subject worldwide, taught thousands of students, and successfully consulted for many Fortune 500 companies. He is the founder and president of the Institute of Professional Innovators (IPI). In the past Mr. Yezersky taught innovation for SAE and IEEE. He has been also a guest lecturer on the subject of innovation at the University of Michigan (Dearborn) since 2003.

## THE SEMINAR DETAILS

1. Dates: 9/23 - 9/24, 2013 (8AM - 5PM)
2. Location: Lawrence Technological University (21000 W 10 Mile Rd, Southfield, MI 48075)
3. Price packages
  - Individual - \$2,500.00
    - Price includes tuition, books, and 30-day post-course support
  - Team A
    - 2-3 persons - \$2,200.00 per person
    - 4 or more persons - \$2,000.00 per person
  - Team B - \$10,000, price includes
    - Tuition for up to 5 persons
    - 90-days coaching to support team's implementation efforts
    - This package is available to only 8 teams
4. Your satisfaction is 100% guaranteed. If you feel dissatisfied with this program, let us know by the end of the Day 1. We will refund your fees.
5. Those who cancel at least two weeks prior to the Workshop start date will receive a full refund.
6. NDA will be signed (if required)
7. Registration is complete after the payment is received

## JOIN US — REGISTER TODAY!



To register for this executive event, call +1.248.381.1491 or e-mail to [register@strategicinnovation.com](mailto:register@strategicinnovation.com)!

# INSTITUTE OF PROFESSIONAL INNOVATORS (IPI)

Established in 2005, Institute of Professional Innovators (IPI) is on the mission to develop every human being's capability to produce value-adding innovations on demand, which explains our focus on education and certification. We deeply believe that with advent of the General Theory of Innovation (GTI), everybody can learn and with practice master skills that are required for creating the **RIGHT Solution to the RIGHT Problem at the RIGHT Time EVERY Time**, thereby becoming a Professional Innovator!

## IPI SERVICES

In addition to the Innovation Certification , IPI services include:

- Creation of the 'Innovation On Demand' corporate capability
- Seminars on a broad range of innovation applications
- In-house Workshops
- Train-the-trainer program
- Consulting

**CALL US AT 240-381-1491 TODAY!**

## WHY CHOOSE IPI?

You should choose Institute of Professional Innovators as your partner, if you seek consistency of results. As creators of General Theory of Innovation, our innovation projects success rate exceeds 98 percent; you can achieve the same outcome. Finally, we guarantee your results, or our services are free.

