Strategic Product & Service Innovation

Pure & Simple

Create Tomorrow's Breakthrough Products & Services in Today's Rapidly Changing World

In the race for "new-to-the-market" products and services, are you clearly leading with truly new products or following the leader with "me-too" products and product extensions?

A proven way to achieve strategic supremacy is to dictate the pace of innovation in the sandbox that you have chosen to play in. To do this, you would need to have a pipeline of new products ready to be rolled out at will. New product creation is not a mere chance, or random flashes of inspiration. Innovative companies make it happen continuously.

Making Innovation a Learnable & Repeatable Disciplined Business Practice

Strategic Product & Service Innovation Pure & Simple gives top and senior management a powerful, repeatable process that helps jump-start organization's ability to generate a steady stream of innovative new product and/or service concepts, and to identify opportunities for entirely new markets and customer groups. It is used by many companies around the world, including here in Asia Pacific. The future holds vast opportunities for growth, if you know how to use change to your advantage.

Learning Map

PREPARE	LEARN & PRACTICE	APPLY & SUSTAIN
Pre-work	Mindset / Future Business Arena / Creation / Assessment / Development / Pursuit	· Apply to Work · Create new concepts · Upgrade action plans

Strategic Product & Service Innovation Pure & Simple process harnesses your key people's understanding of changes taking place in your company's markets and business environment. It directs that knowledge through a creative yet rational pathway to drive out opportunities for new-to-market product concepts – products that do not exist today and that leverage the company's key strategic capabilities.

DPI SPI's Strategic Product & Service Innovation Process

1 Creation   **2** Assessment   **3** Development   **4** Pursuit

As a result of this session, participants will be able to:

Creation
Envision the customer's Future Business Arena and create new-to-the-market products or services that satisfy the future implicit needs.

Assessment
Assess and rank potential new products in terms of revenue, risk, cost, and strategical fit to the organization.

Development
Develop higher potential concepts, anticipate key factors for market success/failure, and apply related corrective actions.

Pursuit
Prepare and deploy a systematic plan to ensure the successful introduction of the new products.

Participant Kit

- Participant Guide
- Model
- Templates
- Tools

All inclusive in the kit