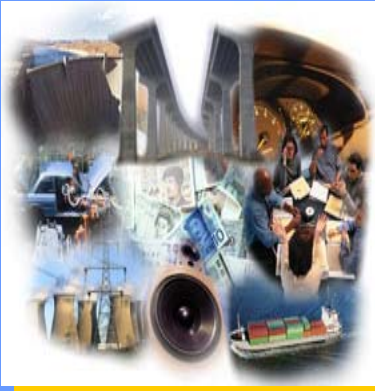


Strategic Innovation Workshop Series

OVERVIEW

The Strategic Innovation Workshop Series delivers best practices knowledge combined with practical tools and applied problem solving. These highly interactive workshops focus on participants' specific needs and create preliminary solutions to high-priority business issues. The format is flexible – every workshop can be designed to address the unique issues facing cross-functional teams, divisions, function or business units, or groups of individuals from different organizations. Case Studies are used to illustrate fundamental theories and applications. Workshops range from a half-day to two days in length.

In many cases, one or more external “Thought Leaders” may join the sessions to share their perspectives and best practices, and to work side-by-side with participants to develop preliminary solutions and action plans.



Objectives

- To educate individuals and teams on specific topics in the area of global innovation best practices
- To apply these best practices to a particular business issue shared by the group
- To stretch participants' thinking by introducing innovative perspectives from external Thought Leaders
- To create high-level strategies and/or action plans that can be applied immediately to the organization as a catalyst for innovation

DELIVERABLES AND DOCUMENTATION

- Presentation materials, case studies, tools and templates, and session notes
- High-level strategies and plans
- Sapience's recommendations based on participants' work in the session

WORKSHOP TOPICS

	Title	Duration
1	Identifying Breakthrough Revenue Opportunities <i>Strategic Innovation for Business Growth</i>	Two days
2	Customer-Inspired New Product Innovation <i>Non-traditional Approaches to the 'Fuzzy Front End' of Product Development</i>	Two days
3	Industry Foresight as a Driver of Strategic Innovation <i>Understanding Emerging Trends for Business Growth</i>	Two days
4	Insight-Driven Customer Marketing <i>From Customer Data to Actionable Insights</i>	Two days
5	Building a Culture of Innovation <i>Creating a Platform for Sustainable Competitive Advantage</i>	One day
6	Innovation Assessment and Benchmarking <i>First Steps Along the Path to Sustainable, Strategic Innovation</i>	Half day
7	Entering New Markets <i>Innovative Ways to Create New Revenue Streams</i>	One day
8	Creating Disruptive Innovations <i>Radical Cannibalism, Industry Genesis and White Space Opportunities</i>	One day
9	Brand Strategy Innovation <i>Non-traditional Approaches to Inventing or Reinventing Your Brand</i>	One day
10	Best Practices in New Product Commercialization <i>From Vision to Strategy to Successful Execution</i>	One day

About Sapience Organizational Consulting

Sapience helps Fortune 1000 and emerging companies accelerate profitable growth by defining innovative strategies, new products and services, business models and business processes. The company is centered on the practice of Strategic Innovation, a future-focused business development framework that identifies breakthrough growth opportunities with measurable impact, both in the near-term and longer-term, and defines the supporting decisions and actions to achieve a compelling business vision.