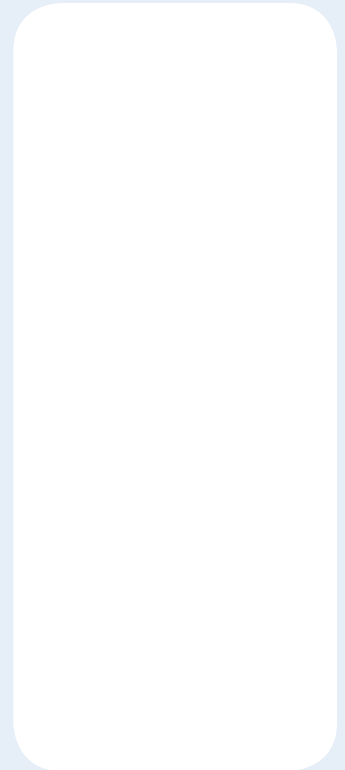




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WHARTON EXECUTIVE EDUCATION



Full-Spectrum Innovation: Driving Organic Growth

June 25–27, 2007 ■ Philadelphia, PA



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- Executive Negotiation Workshop
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Program Overview

Growth—solid organic growth—depends on innovation. Yet the kind of innovation that drives sustainable growth is much broader than the disruptive “eureka” moments of technology legends. Profitable innovation is a dynamic process of continually creating new business models, improving customer experience, and opening new markets—as well as launching new products.

This innovative 3-day workshop gives you a full-spectrum view of innovation—and an invigorating environment in which to test and adapt your strategies. Bring your current challenges and opportunities to Wharton, and explore them with thought-leading faculty such as George Day and Paul Schoemaker, who wrote the ground-breaking books *Decision Traps*, *Market-Driven Strategy*, and *Peripheral Vision*. And try new innovation frameworks from Larry Huston, Vice President of Innovation at Procter & Gamble and the creator of the company’s much-celebrated Connect and Develop innovation strategy.

These innovation leaders will help you capitalize on the sweet spot between emerging trends, organizational capabilities, and unmet market needs. You’ll discover new ways to reach outside your own labs and tap into the best ideas anywhere in the world. You’ll use an “Innovation Toolkit” to design a flexible innovation process that lets your company quickly adapt to, and profit from, changes in customers, competitors, or markets. And you’ll take this flexible toolkit with you so you can use it with your team to fire up your innovation processes and improve your organization’s “innovation DNA.”

Impact Through Education™

This program offers a multidisciplinary view of successful innovation, from specific tools for immediate application to broader insights that will challenge the way you design innovation processes. With both market and technology perspectives, it will help you focus on innovations that deliver the most value to customers to generate the most value for your firm. Through this program, you will:



- Target your innovation resources successfully and improve your innovation processes to achieve the most impact
- Develop a broad, well-grounded view of innovation that goes beyond products and technology into organizational issues, plus the design of innovation ecologies.
- Gain a toolkit of diverse approaches and best practices for encouraging innovation, including value innovation and “Connect and Develop” strategies.
- Rethink your “innovation DNA” to architect and lead innovation across your organization.

Experience

The program’s workshop approach gives you hands-on experience in redesigning both the “what” and the “how” of innovation in your organization. Through group dialogs, interactive lectures, case studies, and projects drawn from your own company, you’ll gain insights and perspectives from world-class faculty and an accomplished group of fellow innovation leaders from around the globe. You’ll gain inside access to the latest

best practices—from innovative companies such as P&G, as well as research from Wharton’s Mack Center for Technological Innovation, which leads one of the largest ongoing research projects on managing emerging technologies. Faculty provide perspectives on developing market-driven strategy, understanding new product development successes and failures, improving “peripheral vision” to sense emerging opportunities, and engaging in value innovation to capitalize on new market space.

DATE AND TUITION:
 June 25–27, 2007
 \$5,950 ■ Philadelphia, PA
(Tuition includes lodging and meals.)

Who Should Attend

This program is designed for leaders who are responsible for driving top-line growth and promoting innovation—including strategy leaders, managers of new businesses, chief innovation officers, chief technology officers, and product development leaders. Given the diverse perspectives of the program, it will offer fresh approaches to managers in many different areas, including marketing, technology, and sales.

We encourage companies to send cross-functional teams of executives to leverage the application and value of the program. Additional benefits are available when four or more participants attend a program.

Session Topics

- Market-Driven Innovation
- Peripheral Vision: Detecting Market Signals
- Scenario Planning: Profiting From Uncertainty
- The New Strategy of Connect and Develop
- Discovery Through Deliberate Mistakes
- Innovation Systems: New-Product Development
- Value Innovation: Finding New Market Space

Faculty: Academic Directors



George S. Day, PhD
Geoffrey T. Boisi Professor, Professor of Marketing Co-Director, Mack Center for Technological Innovation Director, Emerging Technologies Management Research Program

George Day’s areas of research are marketing, the management of new-product development, strategic planning, organizational change, and competitive strategies in global markets. Dr. Day is the author of 14 books in the areas of marketing and strategic management, his most recent being *The Market-Driven Organization* (Free Press, 1999). He has received numerous awards, including two Harold H. Maynard Awards for the best articles published in the *Journal of Marketing*.

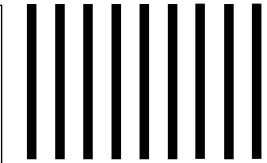


Roch Parayre, PhD
Senior Fellow, William and Phyllis Mack Center for Technological Innovation

Roch Parayre has researched and consulted on decision making and scenario-based strategic management for clients such as 3Com, American Airlines, and MCI. He is managing director of executive development for Decision Strategies International, Inc., a management consulting firm, and is affiliated with Wharton’s Operations and Information Management Department. He also teaches in *Critical Thinking: Real-World, Real-Time Decisions* and other Wharton Executive Education programs.

TO APPLY OR FOR MORE INFORMATION:
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