



**QNET presents:**

## **Developing a World Class Framework for Innovation: A Workshop Series**

Innovation that leads to new products and services is the lifeblood of most organizations. Managers must ensure that their organizations are equipped with the knowledge, skills, abilities, and organizational support to successfully transform new ideas into products that delight customers. These workshops will give you a framework to allow you to "systematize" innovation along with new product and new service development.

Workshops can be taken individually or combined into a two-day series that covers innovation from concept to commercial product and provides you with a solid foundation to build a world class new product or new service development framework for your organization.

### **Innovation Workshop: Tools for Innovative Discovery** Thursday, March 17, 2011 8:15 a.m. to 4:15 p.m.

Innovative companies like RIM, Apple and Google generate new product ideas using systematic processes. For successful innovation to happen, the conditions must be right to allow it, nurture it and lead it to successful products and services.

This interactive workshop teaches best practices and explores how to remove the cultural barriers, organizational roadblocks and leadership de-motivators that squelch innovation. Learn to create teams, departments and companies that continuously innovate by using systematic processes that increase the odds of success.

At this course you will:

- Get fresh ideas supported by creativity and innovation research that reinforces an innovative culture.
- Be exposed to organizational and leadership strategies that leading practitioners are using to drive innovation.
- Have the opportunity to discuss your innovation challenges in an open format.

The workshop will cover innovation types, companies, strategies, obstacles, creativity and innovation, teams, culture and organization issues.

As a participant you will experience hands-on learning activities to get radical innovation, explore several case studies, and complete a creativity checklist that you can use to assess your organization.

### **Introduction to New Product Development** Friday, March 18, 2011 8:15 a.m. to 4:15 p.m.

This workshop will provide managers and practitioners with an understanding of new product and new service discovery, development, deployment and management including: formal stage-gate processes, best practice concepts, rules of thumb to develop better products faster and cheaper, tools, forms and templates to improve efficiency and effectiveness, and pointers on interpersonal issues that affect cross-functional product development teams.

Best practices pioneered and refined by world class developers of products and services will be explained and demonstrated. In many cases these great ideas could be readily leveraged by your organization.

Following this course you will be able to:

- Apply best practices from world class product/ service developers.
- Organize NPD (New Product Development) in five simple stages: Direct, Define, Design, Develop, Deliver.
- Use portfolio planning and metrics to direct and enhance NPD outcomes.
- Create and manage a systematized innovation process.
- Use "voice of the customer" methodologies to accurately identify customer's requirements.
- Improve success rates, reduce cycle times, keep NPD projects within budget and on time.
- Enhance morale and productivity of cross-functional NPD teams.
- Improve competencies of developers/managers with access to expanded NPD toolkits.

# QNET Workshop Series - Developing a World Class Framework for Innovation

**Workshop / Course Instructor: Rod Greder, Ph.D.**, is an international consultant, trainer, speaker and facilitator in the area of new product development and innovation. Rod helps companies alter mindsets, worldviews and behaviors that prevent them from being radically innovative. His clients have opened up possibilities for combination products, developed metrics and scorecards to enhance R&D effectiveness and created work environments that systematize their 'premeditated serendipity'.

Dr. Greder has served on the board of the Product Development & Management Association of Minnesota, is co-chair of the Biotechnology SIG of Life Science Alley and writes a bi-monthly column on product development for Manufacturer's Alliance. He's taught marketing management and product development in MBA programs since 2002. Rod spent 17 years in industry managing marketing, new product development, business development, and technology licensing at Fortune 100 companies.

In addition to delivering presentations in eight countries on four continents, Rod is an adjunct faculty member in the marketing department at the University of St. Thomas and teaches creativity and innovation at the college of continuing education at the University of Minnesota.

These workshops are: - Optional courses in the 70 credit hour **Certificate in Management Development (CMD)**  
 - Eligible for credit in the **CAM:OE (Certificate in Applied Management: Organizational Effectiveness)** in partnership with the University of Manitoba Continuing Education

## REGISTER NOW - Fax this form to (204) 949-4990 or register online at [www.qnet.mb.ca](http://www.qnet.mb.ca)

- March 17, Innovation Workshop:     \$400.00 + GST for QNET & Partner Members\*                       \$480.00 + GST for Non-Members
- March 18, NPJ Workshop:             \$400.00 + GST for QNET & Partner Members\*                       \$480.00 + GST for Non-Members
- Both March 17 & 18, special rate:    \$700.00 + GST for QNET & Partner Members\*                       \$850.00 + GST for Non-Members

\* **Partner Members** - please circle the name of the organization you are a member of: CIM CMA CMC CME CSAE HRMAM  
 ICTAM LSAM MB Aerospace MB Chamber MCCA MCSC MFPA MPIA NMM WEX WPG Chamber

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Participants will receive location and final details approximately 3 days prior to the session; please contact QNET if you do not receive this information. Cancellations must be received in writing no later than February 24, 2011. After that time, the full registration fee will apply. Replacement participants are accepted at anytime. Invoices will be sent for non-attendance. G.S.T. Reg #899755334RT

**Presented by QNET in partnership with:**

The image displays a collection of logos for various partner organizations. The logos are arranged in a grid-like fashion. From top-left to bottom-right, the logos include: AMSC (Alliance of Manitoba Sector Councils), The Chamber (The Winnipeg Chamber of Commerce), Canadian Manufacturers & Exporters Manitoba, LSAM (Life Science Association of Manitoba), CMA (Certified Management Accountants), ICTAM (building connections), Canadian Institute of Management, Manitoba Aerospace, Manitoba Food Processors Association, Manitoba (with a bison logo), Industrial Technology Centre, MPIA (Manitoba Print Industry Association), Manitoba Customer Contact Association, Winnipeg Entrepreneurs eXchange - WEX, HRMAM (Human Resource Management Association of Manitoba - The Business of People), CSAE | SCDA (Manitoba Chapter), Manitoba Chambers of Commerce, Women's Enterprise Centre (Centre d'Entreprise des Femmes), CMC (A Higher Level of Management Consulting / Un Niveau Supérieur de Conseil en Management), and QNET (Advancing Excellence in Manitoba Since 1995).