

# WILDDSIGN®

presents:



English Course

## Innovation Management Training How to build strong new applications & business concepts

January 27th 2012

VERHAERT



### Training description

The basis for growth & profitability lies in the capacity to **systematically** think up **new product market combinations**. Fast changing markets force companies to continuously adapt their portfolio, hence **innovating or renovating** their products.

As a result of this pressure, managers seek **hands-on tools** and **working methods** to successfully identify opportunities and translate them into **game changing** product and business concepts.

In this course you learn a structured **idea generation process**, **evaluating ideas** and **developing sustainable breakthrough concepts** in a systematic way.

You will bridge the gap between strategy and execution. This training provides a broad and clear view on **different approaches** to come to **success in innovation** for consumer companies, B2B or high tech companies.

This highly practice oriented training includes interactive **workshops**.

### Learn to manage new ideas in an effective way!

- How to think of new product ideas in line with your business strategy?
- Understand how to select and evaluate the right product candidate.
- How do you create and maintain the added value of these ideas?
- Avoid pitfalls when developing business cases for new products.
- Tips for successfully implementing this innovation process.



### About VERHAERT

Since early 2000, Verhaert is the **first private product innovation center** to provide **management training** about Innovation Management, the Front End of Innovation and Tech Transfer.

This is the **10th edition** and many big names such as Kraft, Henkel, Baxter, Tupperware, Tyco Electronics, Philips, Atlas Copco, Coca Cola, Pentax and Alcatel Lucent have had the pleasure to follow this course in the past.

### Program 9h00 - 17h00

- Introduction by WILDDSIGN
- Context of innovation
- Workshop 'generating new ideas'
- Selecting product candidates
- Ten commandments to build strong new applications and business concepts
- Workshop 'developing a breakthrough business concept'
- Implementation, key learnings and how this could work for you!
- Come together

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### Participation

€ 600 per participant (VAT excluded) and includes teaching materials, coffee breaks and lunch.

Because this is a highly interactive course the number of participants is limited. The language of this course is English.

This course is intended for managers in Innovation, R&D, Marketing, Operations, Product Management, General Management, Engineering and Technology that are confronted with innovation in their company.

Lecturers are Dany Robberecht, Filiep Dewitte, Roland Wulfange and Oliver Koszel. All have a profound experience in innovation and new products management. They have assisted many companies in B2B, B2C, start-ups as well as corporates. It is their pleasure to share their expertise with you!

### Training location and further informations

**WILDDESIGN®**

im Wissenschaftspark, Munscheidstr. 14  
45886 Gelsenkirchen, Germany

t +49-(0)209-702-642-00  
www.wilddesign.de

### Subscription and Invoicing Information

How to build strong new applications & business concepts  
January 27th 2012, 9:00 to 17:00 (€ 600 p.p. VAT excl.)

Mr./Mrs.: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Function: \_\_\_\_\_

E-mail: \_\_\_\_\_

Tel: \_\_\_\_\_

# Participants: \_\_\_\_\_

Please email this form to [markus.wild@wilddesign.de](mailto:markus.wild@wilddesign.de)  
or fax +49 (0)209 7026 4210

*Subscriptions are confirmed in function of available seats*

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