



Strategy Workshop Facilitators Ltd

Professional Facilitators of Strategic Thinking

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Hit the Bull's-eye with your New Product Development



Why do some organisations grow from strength to strength whilst others can't sustain growth beyond their initial success?

The key to long term success is being able to constantly introduce new product and marketing initiatives that "Hit the Target" and stimulate customer demand.

Time & time again!

Strategic Innovation

A Creative & Planning Process for the continuous development and introduction of new product and market initiatives

Without continuous innovation a company vegetates. Organisations that replicate success do so by recognising change as opportunity and manage change to their advantage. These organisations develop a culture that regards change with delight and develop processes to explore the changes that will accelerate innovation.

Successful innovation brings new to market opportunities that return the organisation with:

- ◆ Premium prices.
- ◆ High margins
- ◆ Substantial new revenue streams.
- ◆ Periods of exclusivity
- ◆ Barriers to entry for the competition



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Strategy Workshop Facilitators Ltd • Company Number 03625101

An Association of International Strategy Partners • Australia • Belgium • Brazil • Canada • France • Hong Kong • Italy • New Zealand • Portugal • Switzerland • USA • UK

Success is achieved by focusing research on the anticipation of future customer needs!

Predict your customer's needs by looking for change in their personal operating environment.



Then respond to those changing circumstances with new to market solutions

Simply focusing research by talking only to existing customers and asking them to explain what they need will mostly result in extensions to existing products which by definition will result in incremental revenues.

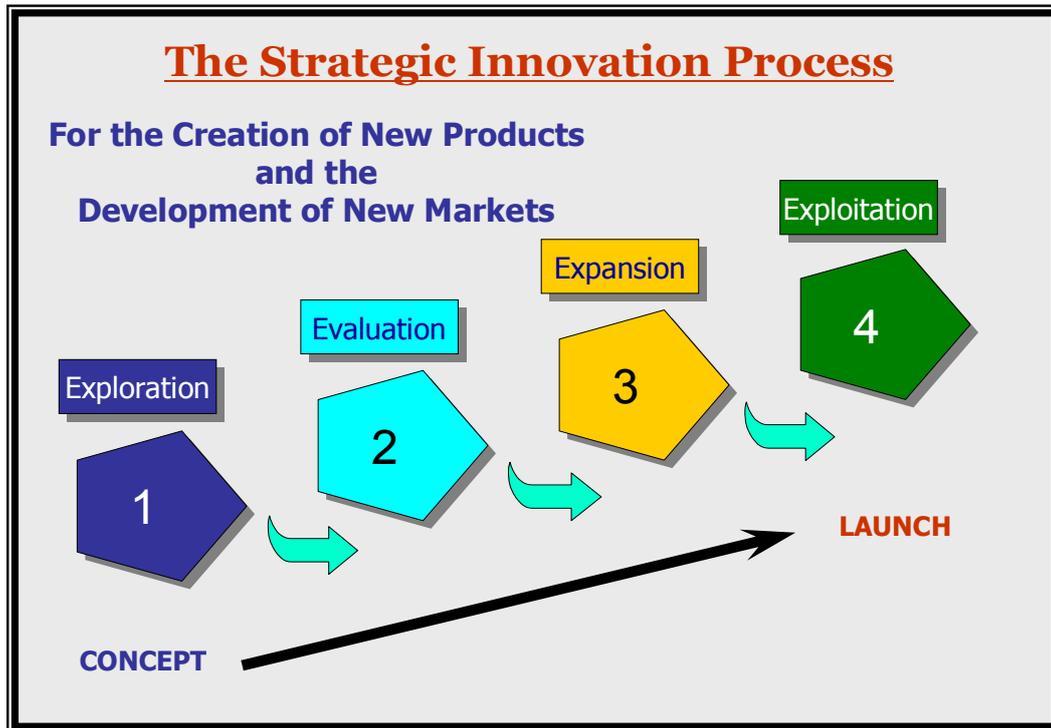
Customers are rarely able to predict what they need in terms of new future products. However, by examining the changes taking place in your customer's operating environment you can interpret future needs and apply your know how and technology to providing new products that will satisfy your customer's future needs and solve their future problems.

Strategic Innovation is a Creative Thinking Process developed by observing entrepreneurs at work!

The Strategic Innovation Process is developed from the observation of successful innovative organisations as they have worked in the area of new product development and market initiatives. From these observations we have discovered that there was a distinct process of innovation and as such it could be understood and recorded. Once recorded it can then be used to train others and be repeated over time.

Strategic Innovation can be learned and used by people of all levels in the organisation.

It will eventually become part of every day business culture within the organisation.



The Strategic Innovation Process consists of four distinct steps that will take your projects from initial concept through to product launch.

Working as project facilitators and coaching our client's "Innovation Teams", together we will execute the following steps in the process:

Step 1. Exploration

Systematically **explore** all permutations of change that bring opportunities to your organisation. Working together we will identify the most significant changes and proceed to convert these into concepts for new products, new customers, new markets, new initiatives, new processes and new skills.

Step 2. Evaluation

We will then **evaluate** these opportunities to determine their degree of attractiveness for the business. These will be judged on the basis of cost implications, benefit to the business, degree of strategic fit and level of difficulty with their implementation.

Step 3. Expansion

We will now take the opportunities that will have emerged as being the most attractive and **expand** them further by assessing the ratio of risk to anticipated reward. We will consider the best case outcome from each significant opportunity against the worst case outcome from each significant opportunity.

4. Exploitation

Finally we will construct individual and detailed implementation plans to **exploit** each of the very best opportunities by ensuring that the factors that will promote the best case scenarios are exploited and the factors that will cause the worst case scenarios are avoided.

Strategic Innovation

A process for exploiting creativity in business

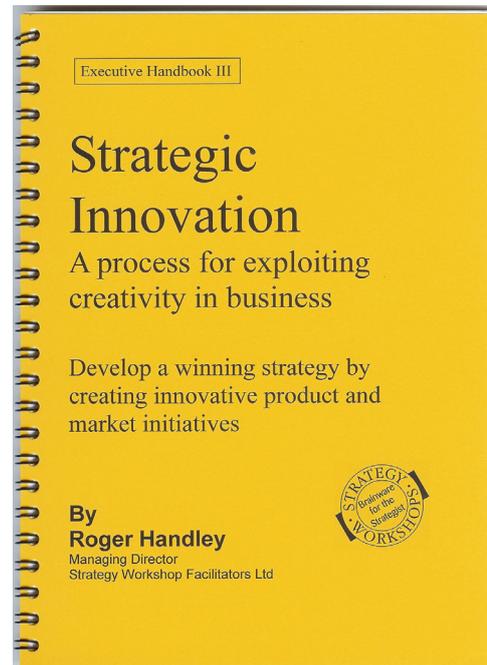
By Roger Handley

This handbook focuses on the development of strategy by creating innovative product and market initiatives.

It consists of 47 pages and 18 graphics that explain the importance of predicting and exploiting change within your customers' living or operating environment.

Strategic Innovation is a specific and repeatable performance enhancement tool that can have a fast and very positive effect throughout the organisation.

Innovation is the job of everyone throughout the business and stems from creative thinking that focuses on the reallocation of resources from areas of low return into areas of high return as a continuous business process.



To request a copy just e-mail to mail@strategy-workshops.co.uk with your name, job title and business postal address quoting **"Handbook 3"**

Client's Comment

From the Managing Director of a Water Authority

"Thank you so much for your efforts in facilitating our recent strategic planning activities involving our senior management team. The process has been very valuable and successful. Although we are accustomed to formal strategic planning, the Strategy Workshops approach has proved to be the most powerful discipline we have encountered. The outputs from the process have resulted in strategic, operational and contingency plans to deliver our vision. For the first time staff at all levels now know what they have to deliver individually to achieve the overall plan and what they are buying into. No company with a vision can afford not to undertake the Strategy Workshops approach."

More client comments on our website
www.strategy-workshops.co.uk

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