

Advanced Skills to be a Leading Product Innovator

The Tools to Influence and Lead Your Organization's Innovation Efforts

Product Innovators have one of the most critical and challenging roles in any company. They must be able to successfully navigate a vast array of market variables, resource constraints, and personalities to consistently launch and manage new products that may threaten the status quo. *"Advanced Skills to be a Leading Product Innovator"* provides the tools and techniques to take your role to another level.

This hands-on workshop provides the top skills, tools, and methods for experienced product innovation professionals to become respected leaders in their companies. Participants will learn critical product innovation leadership skills such as:

- How to create a product innovation strategy and plan that aligns with company objectives
- How to influence peers and senior managers to get the resources you need
- How to build the business case for new opportunities and innovation efforts so management will approve your programs.

Workshop Description

Advanced Skills to be a Leading Product Innovator provides the right combination of personal and functional methods and tools proven to be the most important for leadership success. Once these skills and techniques are learned, the experienced product innovator will be more effective and consistent as a leader in any organization.

This two day, intensive workshop uses an interactive format including lecture, case studies, and real world exercises to improve participants understanding and application of:

1. Specific advanced tools to identify, validate and define high-potential products and services
2. Tools and techniques to make critical new product decisions that gain support
3. Specific techniques to influence peers and management toward you and your objectives.

This seminar answers the following key questions:

1. What tools will ensure I'm driving real customer value with my products?
2. What are the key elements of a successful product vision and strategy?
3. How do I establish company innovation goals that gain quick approval?
4. What is the right way to present a new concept to get attention and approval?
5. How can I measure and present risk in new product business cases?
6. How can I influence my peers when they don't report to me and need to listen?
7. What are the best techniques to lead innovation teams to get action?
8. How can I get senior management who barely knows me to provide resources?

Who Should Attend?

Advanced Skills to be a Leading Product Innovator is critical for all leaders in any organization that need to increase their effectiveness to influence and drive innovation efforts in complex and competitive environments.

- Product Managers and Marketers who have some product leadership experience and need to elevate their skills to lead innovation efforts
- Technical Managers and Leaders who want to build advanced skills to lead innovation efforts
- Project and Program Managers and others in product development who want to be more effective innovation leaders

Note: Product leaders with less experience should consider taking the "Foundation Skills to be a Successful Product Innovation" before taking this program.

Advanced Skills to be an Leading Product Innovator

Course Outline

Day 1 - Leading Innovation Success

Innovation Leadership Essentials

1. A review of core Product Leadership Skills
 - Success factors for Product Innovators
 - A product innovator assessment
 - Defining your power base
2. Creating Real Value for Customers
 - Finding customer value drivers
 - Quantifying customer value to drive product innovation efforts
3. Case study #1 – Quantifying customer value for a new product innovations

Driving Innovation Projects

1. Building the right innovation team and activities
 - Defining and managing innovation projects
2. Executing customer insight activities
 - Developing a customer insight engine
 - Gaining fast, early customer feedback
3. Tools to see high-potential opportunities
 - Creating the market value chains
 - An intro to ideation frameworks
4. Evaluating product opportunities
 - An intro to fast decision-making methods
5. Collaborative product planning
 - The CANDID product planning process
6. Case #2 – Driving an end-to-end product innovation effort

Day 2 – Driving Innovation Decisions

Building the Business Case for Innovators

1. Building the business case for innovative new ideas, products and projects
 - Structuring a solid business case
 - Calculating and communicating risk
 - Focusing on key variables for success
2. Forecasting market and customer demand
 - Techniques to estimate pricing for new innovative products and services
 - Techniques to forecast products that don't have a track record
3. Estimating development and product costs
 - Techniques to estimate and communicate "invention" when much is unknown
4. Case #3 – Building a business case for new product introduction and selling your case to senior management.

Selling New Product Innovations

1. Influencing Skills for Product Innovators
 - Effective techniques to sell your plans
 - Planting seeds to harvest
 - The Influencer's Formula for success
 - Do's and don'ts - tips for selling innovation
2. Presentation tips for selling innovation
 - Monroe's Motivational Sequence
3. Case #4 – Selling a business case for a new product innovation initiative