

# Foundation Skills to be a Successful Product Innovator

## *Skills to Identify, Evaluate, and Define Successful New Products and Services*

---

Driving product innovation can be a challenging experience without the right knowledge and tools for this critical role. Innovators must quickly acquire skills in marketing, market analysis and product planning, including the right methods to obtain thorough customer insight. “Foundation Skills to be a Successful Product Innovator” provides the tools and techniques to meet this challenge.

This hands-on workshop provides key skills and methods that market and technical leaders must have to be successful innovators. You’ll learn essential marketing and innovator skills such as:

- The role of a product innovator and how to successfully lead innovation efforts in any complex organization
- The core tools of innovators to obtain customer and market insight to drive innovation objectives that create value
- How to define winning products and technology that beat innovation goals

### **Workshop Description**

*Foundation Skills to be a Successful Product Innovator* provides the right combination of marketing and product innovation practices with tools that are proven to be the most important for success. Once these skills and techniques are learned, the product innovator will quickly gain respect and status as a leader in their 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. The essentials of marketing and customer leadership required to drive product innovation
2. Specific methods that ensure consistent and long-term product innovation success
3. Specific tools and templates to identify, evaluate, and define new, high potential products and services.

### **This workshop answers the following key questions:**

1. What are the most important skills I need to be a successful product innovator?
2. What marketing analysis is critical to know that my efforts will be successful?
3. How can I define innovative products to gain peer and management support?
4. What are the major tools I need to develop an innovative product plan?
5. How do I prioritize the range of new opportunities available to me?
6. How can I identify the customer problems that will generate the most value?
7. How can I work most effectively with sales, engineering and other functions?
8. Where does the power of product innovators originate and how can I obtain this?

### **Who Should Attend?**

*Foundation Skills to be a Successful Product Innovator* provides essential skills for all leaders in any organization that want to successfully lead innovation efforts to identify, evaluate, and define, new market leading products and services in complex and competitive environments.

- Product managers and marketers who must successfully identify and launch high-potential products and services
- Technical Managers and Leaders who want to lead and influence product innovation efforts
- Project Managers and others in product development who want to be more effective driving innovation initiatives

# Foundation Skills to be a Successful Product Innovator

## Course Outline

### Day 1 – Product Innovator Role

#### Foundations of Product Innovation

1. The Role of Product Innovator
  - Primary success factors for great Product Innovators
  - The five critical philosophies for product innovation success
2. Foundation tools for PI success
  - Top tools every Product Innovator must master
  - Finding the power base of a Product Innovator
3. Case study #1 – A real world Product Innovation success and challenges

#### Hunting Grounds for Product Innovators

1. Finding real Customer Value
  - The value equation
  - Finding and defining your customer problems, needs, and wants
  - Translating customer problems into innovation efforts
2. Evaluating your innovation efforts
  - Tools for quantifying customer value
  - Segmentation for innovators
  - Defining a valuable market position in complex markets
3. Case Study #2 – Where did these companies go wrong in their innovation efforts by selecting the wrong problems to solve?

### Day 2 – Winning Products

#### Marketing Tools for Product Innovators

1. Primary marketing tools - the 4-P's
  - Product definition for innovators
  - Optimal pricing strategies
  - Marketing promotions for new innovations
  - Distribution channels considerations
2. Planning for new product innovations
  - Product planning fundamentals
  - Product requirements fundamentals
3. Case study #3 – Developing your marketing mix for a high-potential, innovative new product.

#### Product Launch Fundamentals for Innovators

1. Developing a high-impact product launch plan for radical and disruptive innovations
  - Leveraging your core customer value
  - The top tactics of winning launches
  - Developing marketing ROI
2. How to execute a high-impact launch plan for radical and disruptive innovations
  - Working with a cross-functional launch team
  - Motivating the sales team
3. Case study #4 – Developing a launch plan for new innovations in highly competitive markets