



HOLIDAY VILLA  
SUBANG

26-27 AUGUST 2008

# Product Innovation & Fast-to-Market Strategies

*"Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow."*

*William Pollard*

## WHAT YOU WILL TAKE AWAY:

- ↪ 4 Categories of Innovation
- ↪ 6 Powerful Inventive Thinking Techniques
- ↪ 7 Dimensions of Strategic Innovation
- ↪ 3 Criteria To Assess Your Innovation Portfolio
- ↪ 10 Brainstorming Rules
- ↪ 11 Practicing Tips
- ↪ Google: 10 Golden Rules
- ↪ Steve Jobs' 12 Rules of Success
- ↪ 3 Strategies of Market Leaders
- ↪ 8 Best Practices of Successful Companies
- ↪ AND SO MUCH MORE

## YOU SHOULD ATTEND:

Executive Directors, Directors, Vice Presidents, General Managers, Heads, Senior Managers, Managers & Executives:

- ↪ Product Development
- ↪ Business Development
- ↪ Sales & Marketing
- ↪ CRM
- ↪ Strategic / Corporate Planning
- ↪ R & D
- ↪ Commercialization Unit
- ↪ All Senior Mgmt

Topics to be Covered:

- DOs and DON'Ts of a Successful Innovator
- Entrepreneurial Creativity
- Trend Spotting Tips
- Systemic Innovation
- Competitive Strategies
- Launching a Crusade
- Business BLISS

Case Studies will include:

- ☉ Nike
- ☉ IDEO
- ☉ Gillette
- ☉ Dell Computer Corporation
- ☉ Charles Schwab
- ☉ Google
- ☉ Silicon Valley Firms

## Organized By:

LSW INTERNATIONAL SDN.  
BHD. (761055-K)

623, Block B, Mentari Business Park,  
Jalan PJS 8/5, Bandar Sunway,  
46150 Petaling Jaya,  
Selangor Darul Ehsan,  
Malaysia.

Tel. : +603 5637 2379

Fax.: +6 03 5637 0366

Email: enquiry@lswinternational.com



This workshop can be customized to fit into your organizational culture. Please call our friendly sales consultants for more details.

## Day One Program Itinerary: Product Innovation

### Innovation

- 4 Categories of Innovation
- DOs and DON'Ts of a Successful Innovator
- IDEO's Innovation Practice Tips
- The Art of Innovation: 9 Truths
- 6 Powerful Inventive Thinking Techniques
- 7 Dimensions of Strategic Innovation
- Deciding If Your Innovation Portfolio Has Enough Stretch
- 3 Criteria To Assess Your Innovation Portfolio
- Entrepreneurial Creativity
- Keeping Eyes Open for Inspiration
- Trend Spotting Tips
- 10 Brainstorming Rules

### The Jazz of Innovation

- 11 Practicing Tips
- ### Innovation-friendly Organization
- Organizing for Innovation: Organizational Models that Support Innovation
  - How To Transform Your Business Into an Innovative and Creative Culture
  - Guiding Principles To Liberate Employees from the Fear of Trying New Things
  - Google: 10 Golden Rules

### Smart Corporate Leader

- Steve Jobs' 12 Rules of Success
- Systemic Innovation
- Innovation Management Policies for Large Corporations
- 3 Strategies of Market Leaders
- Project Management



*When you're creating something new to the world, you can't look over your shoulder to see what your competitors are doing; you have to find another source of inspiration,"*  
says Tom Kelly from IDEO.

## Day Two Program Itinerary: Fast-to-Market Strategies

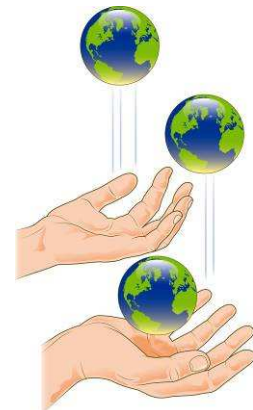
- Bringing New Products and Service to the Market Faster than Your Competitors
- Why Should You Strive To Become a Market Leader?
- Competitive Strategies
- Balanced Organization: 5 Basic Elements
- The Art of War: Planning an Attack
- Business BLISS
- Launching a Crusade
- Owning and Exploiting Your Competitive Advantage
- Fast to Market Tactics
- Own and exploit your competitive advantage
- Get vendors and suppliers to move fast
- Stay beneath the radar
- Institutionalize innovation
- Get other fast people on your side
- 8 Best Practices of Successful Companies

### Do's

Start small – try to do one specific thing...

### Don'ts

Don't undershoot, or you will simply create an opportunity for competition...



**Hard Innovation** is organized R&D characterized by strategic investment in new product development or improvement.

**Soft Innovation** is the clever, insightful, useful product ideas that just anyone in the organization can think up.

## Trainer's Profile

**Vadim Kotelnikov** is an **Inventor, Author and the Founder of Ten3 Business e-Coach**. He developed the **Global Ten3 Network** popularly known as the **Virtual Venture Valley #1(VVV1)**.

Vadim has been providing international business consultancy and training services since 1990. He has worked in 50+ countries.

His clients include **3M, ABB, Adidas, Alcatel, American Express, Bayer, Boeing, British American Tobacco, BP, Canon, Cisco, Colgate, Corning, Deloitte, Ernst & Young, Fujitsu-Siemens, GE, GM, Goldman Sachs, HP, Hitachi, Hyundai, IBM, Intel, Johnson & Johnson, JP Morgan Chase, KPMG, Lufthansa, Microsoft, Motorola, Nokia, Oracle, Prudential, Samsung, Shell, Sony, Union Bank of Switzerland** and many leading business schools.

Vadim's current prestigious vocations are:

- **President** of Global Incubator of Venture and Innovation Strategies (GIVIS), USA
- **CEO** Ten3 East-West, Russia
- **Principal** Ten3 NZ Ltd., New Zealand
- **Principal** Ten3 Consulting, Germany
- **Director General & Board Member** of Congress Prominvest, Russia
- **Board Member**, Indiaco, India
- **Advisor**, ICSTI, The International Council for Scientific and Technical Information

Vadim is also a **Life-Business Synergy e-Coach** and his organization **Ten3 Business e-Coach** is the **World's #1** - and actually **the only!** - inspirational business e-coaching resource for modern business leaders, venturepreneurs, innovators, business consultants, and trainers. It inspires entrepreneurial creativity and leadership, facilitates systematic thinking, and helps you discover innovative business synergies. Over **10,000 people** from all over the World visit his free website version of **Ten3 Business e-Coach** every day.

Vadim has an **MSc in Cybernetics, MSc in Economics** and a **PhD in Economics** as well.



### Testimonials

*I am a great fan of your e-Coach and it motivates me to drive my career in IP & Innovation management.*

Pinaki Ghosh, Infosys Technologies Limited, India

*Universities and Schools of Business should have this (training tools) as a standard resource.*

A.Wein, Entrepreneur Consultant & Professor, RMIT

*Good Guides from an experienced trainer.*

Mohd Khairuddin Haasan, Mesiniaga Berhad

*Provide the diversified perspective one needs...*

Ross Abdullah, FPSO Ventures

#### Training Schedule

8.30 a.m. - Registration	9.00 a.m. - Session Begins
10.30 a.m. - Coffee Break	11.00 a.m. - Session Resumes
1.00 p.m. - Lunch	2.00 p.m. - Session Begins
3.30 p.m. - Coffee Break	4.00 p.m. - Session Resumes
5.00 p.m. - End of Session	

**Note: Workshop will be interactive and fun and filled with group exercises and discussions.**

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Tel. : +603 5637 2379  
Fax.: +6 03 5637 0366  
E: enquiry@lswinternational.com

**Workshop Fee**

**USD 850.00**

(per delegate)

**USD 750.00**

(per delegate) (PAY  
BEFORE JULY 25TH)

**10% DISCOUNT  
FOR GROUPS OF  
3 OR MORE**

**Payment Mode**

By cheque — crossed & payable to:  
**LSW INTERNATIONAL SDN. BHD.**

By direct transfer/bank draft:  
**Al Rajhi Bank Berhad,**  
Subang Jaya Branch, Selangor, Malaysia

A/C: 12800 - 10806 10644

Swift Code: RJHIMYKL

*Payments must be received within 7 days from the date of  
invoice.*

**REGISTRATION (Please complete this form and fax back to +603 - 5637 0366)**

1. NAME (Dr/Mr/Mrs/Ms): .....  
POSITION: .....  
DEPARTMENT: .....  
EMAIL: .....

**AUTHORISED BY:**

NAME (Dr/Mr/Mrs/Ms): .....  
POSITION: .....  
EMAIL: .....

2. NAME (Dr/Mr/Mrs/Ms): .....  
POSITION: .....  
DEPARTMENT: .....  
EMAIL: .....

TEL.(direct): .....  
SIGNATURE: .....  
(Compulsory)

3. NAME (Dr/Mr/Mrs/Ms): .....  
POSITION: .....  
DEPARTMENT: .....  
EMAIL: .....

**INVOICE TO:**

ORGANISATION NAME:  
.....  
ATTN. TO (Dr/Mr/Mrs/Ms):  
.....

4. NAME (Dr/Mr/Mrs/Ms): .....  
POSITION: .....  
DEPARTMENT: .....  
EMAIL: .....

POSITION: .....  
ADDRESS:  
.....

5. NAME (Dr/Mr/Mrs/Ms): .....  
POSITION: .....  
DEPARTMENT: .....  
EMAIL: .....

TEL.: .....  
FAX: .....  
EMAIL: .....

**CANCELLATION: Must be in writing at least 2 weeks  
before the event**

**SUBSTITUTIONS: Welcome anytime**

**INDEMNITY:** LSW International Sdn Bhd reserves the right to make any changes or amendments to the program for reasons beyond its control.