INNOVATING NEW PRODUCTS AND SERVICES

MAY 22–25, 2016 // $6,300

Kellogg School of Management, Evanston, Illinois, USA

EXECUTIVE SUMMARY

Big ideas are just the beginning. To realize the power of innovation, organizations should conceive and execute the right management plan, including marketing, design, development, sourcing and intellectual property strategy. This program shows you how.

Led by an impressive faculty team — innovation experts with broad knowledge and deep experience — this program will help you identify new product and service strategies to give you a competitive edge in the marketplace. You’ll learn new techniques for creating an innovation mindset, market entry and positioning strategies, segmentation tools and techniques, product design and value proposition definition, building cross-functional teams, product portfolio optimization and intellectual property tactics.

Armed with new tools, you’ll return to your organization ready to move your big ideas forward, from concept to market and beyond.

“An excellent program for understanding ways to foster, manage and profit from innovation in today’s economy.”

PROGRAM DIRECTOR, INVENSYS

KEY BENEFITS

• Identify approaches for establishing an innovation mindset in your organization
• Create a new product/service development process
• Develop strategies for marketing new products and services
• Collect and leverage customer insights to find new value propositions
• Analyze the role of supply chain optimization in new product development
• Generate strategies for integrating research and development, design, intellectual property, production and marketing
• Explore best practices in both product and service industries

WHO SHOULD ATTEND

• Mid-level and senior executives involved in developing and managing new products
• General managers, vice presidents and executives in functional areas such as marketing, sales, business development, consulting, design, operations and research and development
• Multiple participants from the same organization who share innovating responsibilities

NEXT STEPS

Learn more and apply KELL.GG/KXNEWPRODUCT

Consult with an Executive Development Advisor EXCEDE@KELLOGG.NORTHWESTERN.EDU 847.467.6018
PROGRAM CONTENT HIGHLIGHTS

CREATING AN INNOVATION MINDSET
• Linking innovation to corporate and long-term strategy
• Developing innovation metrics
• Leading innovative organizations

GAINING CUSTOMER INSIGHTS
• Assessing new market opportunities
• Creating the opportunities brief

DEVELOPING VALUE PROPOSITIONS FOR NEW PRODUCTS AND SERVICES
• Inputs and outputs for new proposition development
• Value propositions and the business ecosystem

NEW PRODUCT MARKETING STRATEGIES
• Understanding market-driven versus market-driving strategies
• Evaluating speed to market
• Developing strategies for late entry

STRATEGIC SEGMENTATION
• New product/service positioning strategies
• Segmentation tools and techniques
• Designing an effective marketing plan

INNOVATION AND INTELLECTUAL PROPERTY
• Transferring value of property across product life cycle
• Capturing intellectual property value across the organization

DIFFERENTIATING NEW SERVICE EXPERIENCES
• New service/product customer experience development
• Service experience mapping

PRODUCT/SERVICE PORTFOLIO MANAGEMENT
• The supply chain and product launch analytics
• Optimizing total landed cost with sourcing constraints

THE FACULTY

James Gerard Conley
Academic Director; Clinical Professor of Technology, Managerial Economics and Decision Sciences; Faculty Fellow at Segal Design Institute

Thomas D. Kuczmarski
Academic Director; Lecturer of Executive Programs; President, Kuczmarski Innovation

Gad Allon
Professor of Managerial Economics and Decision Sciences

Diane Dahl
Founder and President, The Hartell Group Inc.

Lakshman Krishnamurthi
A. Montgomery Ward Professor of Marketing

Mohanbir Sawhney
McCormick Foundation Chair of Technology; Clinical Professor of Marketing; Director, Center for Research in Technology and Innovation (CRTI)

These globally recognized academics and practitioners offer an exceptional learning environment that blends theory with real-world application.

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ACCOMMODATIONS: This program is held at the James L. Allen Center and includes onsite lodging, all meals, coffee breaks and snacks. Participants also enjoy access to a fitness center and lakeshore walking paths.