



Confederation of Indian Industry

# STRATEGIC INNOVATION EXECUTION

FOR LEADERS AND MANAGERS



WORKSHOP FOR DEVELOPING A CLIMATE AND CULTURE THAT FOSTERS INNOVATION.

5-6 NOVEMBER 2009: HOTEL ITC WINDSOR : BANGALORE

## ABOUT THE SESSION

To achieve sustainable growth, organizations committed to innovation need to create an innovative climate that focuses on what customers want. Organizations have a tremendous opportunity to harvest and leverage the hearts and minds of their employees and create this environment. This program will prepare leaders at all levels to manage innovation using experiential, out of the seat, high energy learning methods

## TOPICS COVERED

### THE FOUNDATION

- What is the link between strategy and innovation?
- What is a typical roadmap with phases of an innovation journey?
- How is innovation linked to financial performance?
- What is creativity and innovation?
- How can you 'point' innovation? – which value platforms?
- What can be learned from world-class innovators?

### THE CLIMATE AND CULTURE

- What are individual distinct innovation styles and how can that be leveraged for greater team performance?
- What separates great innovation teams vs the average teams?
- What is the role of executives and leaders to achieve innovation success?
- How can you create space for innovation in a highly process oriented rigid culture?
- How do you measure innovation readiness of a culture?

### THE DISCIPLINE

- What is a typical innovation process?
- What are 15 factors and 45 components for successful innovation management?
- What are tools and methods to generate ideas and select ideas?
- What are innovation accelerators?
- How does one organize for innovation?

## WORKSHOP PRINCIPLES

This program is designed with the following learning principles:

- Practical case studies and examples from leading innovators
- Research based facts and figures from the world's most successful innovators
- Interactive and experiential – get out of your seat, and learning-by-doing
- High energy and action oriented
- Mix of theory and applications

## WORKSHOP DESIGN

In this workshop, participants will learn about how companies are leveraging mega-business-opportunity trends; nuances in basic human needs; and, sample winning business models used to develop innovation breakthroughs.

The faculty will draw upon examples from their applied-research, client engagements, and more than one hundred case studies to give participants insight into how to open doors for innovation breakthrough and the themes that drives innovation practices. Participants will also, learn how financial performance and innovation are linked, and be introduced to the "patterns of innovation" from some of the best companies on the planet - some you've never heard about. This is an engaging, entertaining and easy-to-understand with concrete takeaways.

Innovation is often misunderstood and often does not create followership in corporate cultures. Participants will be able to gain insights on the innovation framework developed by DeSai Group to measure and monitor individual innovation efforts and see live examples of tools that can help embed innovation as "Core Behavior" for the business. Participants will walk away with a much better idea and understanding of how to organize for innovation and how to build sponsorship and capability within their organizations.

## ABOUT THE FACULTY

### Jatin H. Desai

Co-Founder & CEO,  
**The DeSai Group, USA** ([www.desai.com](http://www.desai.com))  
Entrepreneur, Strategist, Futurist, Author

Jatin has been active in leadership and operating roles since 1983 when he co-founded The DeSai Group. The DeSai Group provides *Innovation Execution and Management services* to Fortune 1000 and Global 2000 companies.

His firm's clients include The Hartford Insurance, Aetna, Bristol-Myers, Cigna, Merck, Wal-Mart, Ketchum, BIC, Pitney Bowes, Infosys, Prudential, ESPN, Duracell, United Technologies Corporation, Pratt & Whitney, Carrier Corporation, Sikorsky Aircraft, Hamilton Sundstrand, MassMutual, and many more. Some of the leading Indian companies consulted include Larsen & Toubro, Infosys Technologies, The Bilra Group amongst others.

Jatin's business practice areas offer solutions for **Strategy, Innovation, and Talent Management**.

Jatin has written papers, regularly speaks at conferences, lectures at colleges and universities, and delivers educational workshops on Strategic Alignment for Executive Teams, Future Trends, Enterprise Innovation, Enterprise Learning, Organizational Effectiveness, Values and Leadership, Living with Human Values, and Spirituality in the Workplace.

Established in 1983, The DeSai Group is an **Innovation Execution** consulting firm, helping clients build sustainable innovation capabilities for continuous growth. The Group has been delivering innovation and technology enabled enterprise solutions for Fortune 1000 and global clients. Today, DeSai provides innovation management consulting, facilitation of ideation, idea management support, keynote presentations, and knowledge transfer through training design and delivery.

## WORKSHOP DATE, VENUE & TIMINGS

### Date:

5-6 November, 2009

### Venue:

Hotel ITC Windsor  
Windsor Square  
25 Golf Course Road, Bangalore

**Timing:** 0900 – 1700 hrs

## REGISTRATION FEES

### CII Members

SSI: Rs. 13,000

Large & Medium Scale Members: Rs. 15,000

**Non-Members:** Rs. 17,000

(The above fees is per delegate for 2-days and includes workshop documentation and service tax)

## CONTACT US

To register please complete the registration form and send to:

### Augustine T U

**Confederation of Indian Industry**

# 1086, 12th Main, HAL 2nd Stage, Indiranagar, Bangalore 560 008

Tel: 91-80-42889595, Fax: 91-80-25276709, Email: [augustine@cii.in](mailto:augustine@cii.in)

NOTE: To make the workshop effective in delivering its objectives, the participation will be limited to 30 participants only. To avoid disappointment, companies are advised to register their nominations at the earliest. Maximum of two nominations per company.

[www.cii.in](http://www.cii.in)