
Enduring Value



The Cradle to CradleSM Approach to Innovation and Design

Enduring Value is an interactive workshop blending EDG's innovation best practices with the Cradle to Cradle framework developed by William McDonough and Michael Braungart to create the next industrial revolution.

We are living in a unique moment in time, and Cradle to Cradle principles provide inspiration and guidance on how to use eco-innovation as a driver of new product development, enhanced quality, competitive advantage, revenue growth, and brand benefit. The program offers practical answers for how business and the environment can thrive — together.

Through video-based case studies, expert insights, and team exercises, EDG and facilitators will educate and challenge participants to transform their thinking and innovate for the future. This workshop was developed in collaboration with MBDC and William McDonough + Partners Architecture and Community Design.



Conceptual Office of the Future for *Fortune* by William McDonough + Partners

Workshop topics include:

- Strategic Blueprint for a Sustainable Future
- Core concepts of the "Next Industrial Revolution"
- Cradle to Cradle Design Principles and Practices
- The Ladder of Sustainability
- Innovation Tools and Practices including how to grow good ideas into enduring value propositions and how to harness collective intelligence to increase the chance of an idea's success.

Participants will have the chance to learn and apply workshop concepts to their own important work challenges.

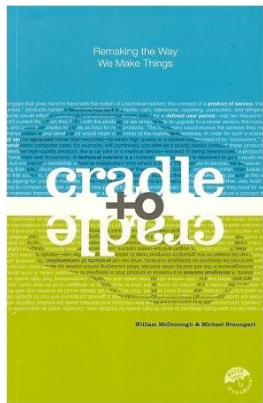
Tailored to Your Needs

You can get Enduring Value your way. We provide training to groups from 12 to 100 participants. Program content and length can be customized from our standard 2-day workshop to meet your requirements.

Who Should Attend

This is a program for executives, business unit leaders, professionals, and project teams who want to improve their organization's potential for sustainable growth.

Inspired by Bill McDonough



"His utopianism is grounded in a unified philosophy that — in demonstrable and practical ways — is changing the design of the world."

- Time Magazine

About EDG

EDG is an international consulting and training firm specializing in business strategy, innovation best practices, sustainable design, and leadership development for businesses facing complex change.

EDG consultants and trainers have been working since 1986 to enable leaders and their teams to look courageously into the future, and to build innovative responses to what they see into their products and their organizations as quickly as possible. We have found that most people long to achieve something great. Our work is about proving that you can—when imagination and conviction meet bold strategy and disciplined implementation.

Partial list of clients:

BBC, Danish Broadcasting, Egmont, GM, IBM, ITRI (Industrial Technology Research Institute) –Taiwan, Johnson & Johnson, Kaiser Permanente, Homeland Security, NTT, Panera Bread, Philips, Stanford University, Swisscom, Travel Channel, Toyota, and the US Air Force.

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