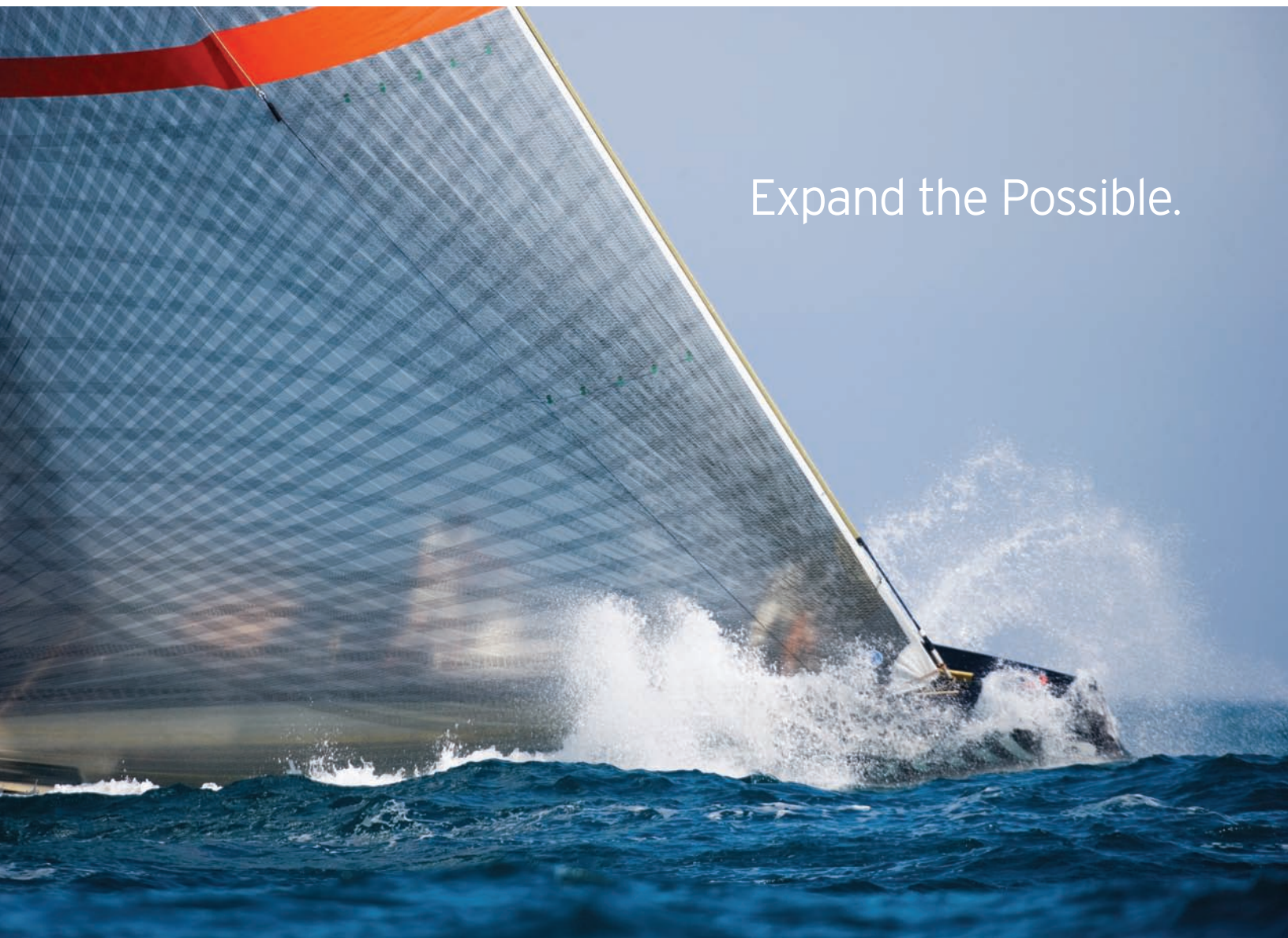


# The Innovation Advantage

A Program in Innovation Best Practices

Expand the Possible.



You know that greatness demands innovation, and you've made that a priority.

### Is it working?

Are you taking a bold stand in the marketplace?

Have you eclipsed the competition?

Is customer value at the heart of everything you do?

Can your people collaborate across boundaries?

Are they inspired and courageous?



The Innovation Advantage provides an important first step to creating a culture of innovation. It is built from our experience working with some of the most inventive companies in the world—BBC, IDEO, SRI International, Toyota and William McDonough + Partners. In this program, you will benefit from the same insights and tools that have dramatically improved innovation capabilities within organizations around the globe as you create your own blueprint for change.



## Hands-On Innovation

The Innovation Advantage provides a highly interactive curriculum to set your team on a disciplined path to value creation. Our expert facilitators guide you through a discovery process that blends theory and practice as you apply innovation strategies to your own projects—and to the reinvention of your business. We work with you before you arrive and after you leave to ensure that the learning experience transcends the program and meets your specific needs.

What you'll take away from the workshop are immediately actionable innovation practices. You'll understand how to develop compelling value propositions from your ideas and turn them into successful projects. You'll have the language and the tools to harness the collective intelligence of your organization and put that to work.

Participants should be ready to make a difference—in their organization and in the world. The Innovation Advantage changes the way groups work together and the way businesses create compelling value for their customers.

The program offers attendees proven processes and easy-to-use tools for creating an innovation advantage. Specific areas of learning include:

- Working from the outside in, attending first to the voice of the market to understand the industry ecosystem and emerging trends
- Connecting with customers to understand important and unmet needs
- Generating enthusiasm for championing breakthrough ideas
- Harnessing the speed and power of a continuous value improvement process
- Using customer value to maximize return on innovation investments
- Forming dynamic networks to support value creation across boundaries
- Aligning the organization and leadership to promote game-changing results
- Building a culture of innovation

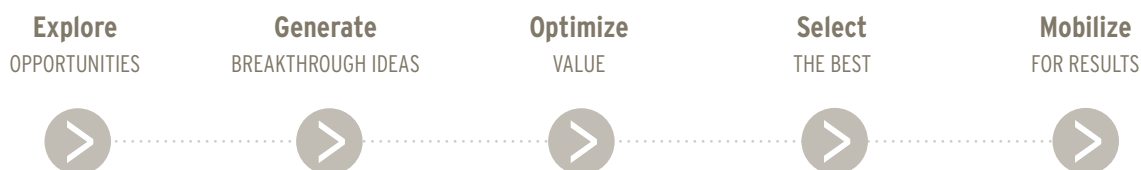


"The workshop provided a tremendous boost to our business. It was the perfect mix of strategy, teamwork and hands-on innovation practices."

—Pat Younge, President and General Manager,  
Travel Channel Media

## Making Innovation Inevitable

The Innovation Advantage program allows you to learn and apply innovation best practices to the areas in your organization that need them the most.



## Tailored to Your Needs

With EDG, you can get The Innovation Advantage your way. We provide training to groups with as few as 12 people or as many as 100. Program content and length can be customized, too—from a one-day overview of innovation tools and techniques to an immersive week of innovation experiences, including expert speakers and field trips for a behind-the-scenes look at Silicon Valley's groundbreaking companies. Give us a call. We'll work with you to design a program that's tailor-made for your organization.

## Who Should Attend

If you want to learn breakthrough innovation practices to improve your organization's potential for growth, The Innovation Advantage is for you:

- Executives, directors and division heads
- Business unit leaders and functional managers
- Project teams and project team leads
- Product development specialists
- Research and development professionals
- Industry associations

## Location

The program is held in the heart of Silicon Valley—one of the most innovative places on earth. In addition to the California climate and global culture, our location grants visitors access to both pioneering startups and the icons of the technology revolution. Can't bring your team to Silicon Valley? Contact us. We'll make arrangements to bring The Innovation Advantage program to you.

## About EDG

Enterprise Development Group is a consulting and training firm specializing in business strategy, innovation best practices, organization design and leadership development for businesses facing complex change. Since 1986, EDG has successfully improved the performance of companies around the world and across a wide range of industries—from high tech to sustainability, hospitality to healthcare, academia to energy, transportation to telecommunications and manufacturing to media. EDG's seasoned facilitators bring an expert perspective and years of real-world experience to The Innovation Advantage program.

We believe 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.

Our client roster includes: BBC, Danish Broadcasting Corporation, Discovery Communications, Dole Foods, Egmont, IBM, Johnson & Johnson, NTT, Panera Bread, Philips, Swisscom, Texas Health Resources and US Air Force.

