



# **Innovation: Corporate Entrepreneurship**

Beautifying Minds with Primal Ingenuity

**Success Architecture USA**





# Innovation: Organizational Tools and Strategies

## Program Brief

Building innovation in the organization requires tools and strategies to harness and streamline production from innovators, collaborative colleagues, supportive management, information management systems, and external sources in the organization's ecosystem. What modern innovation strategies are in use today to introduce new products in the market? How can you seamlessly solicit process or service innovative products to pursue either a value or low cost based business strategy? This course is about how to create unique customer value by delivering a great product, service, or process that satisfies certain needs; and in return capture value back. Successful innovative Organizations embed clear, and precise value proposition in a coherent business model in order to create and capture value.

Kodak developed the first digital camera in 1975, and dropped the product for fear of threat to its current printed photographic business. Accordingly, the Company filed for bankruptcy in 2012. When a company gets stuck in its product comfort zone; it is bound for disaster. This shortsightedness has been repeated in the business world by so many Organizations that disintegrated after exhibiting market dominance. What are the mechanics of this market comfort zone and how can organizations break free. What does it mean to design your products for your customer need and not their want? Learn how to recognize disruptive innovation trends in the market ecosystem and how to pursue favorable strategies. This course uses many years of research from successful innovative organizations to cover tools and strategies your organization needs, today, in order to produce and turn ideas to concepts, to business plans, to implementation.





## Why is this Program Important

Most Organizations conduct their business aware of matters that surround them in their ecosystem only; what do we need to know to get the job done. A limited virtual reality space forms its existence and limits their learning capabilities. Most Organizations surround themselves with a constant unchanging perception of the world. This program trains your organization's leaders the primal Success Architecture tools to escape the constant and pursue an innovative future. Innovation research from the least 100 years to-date will show you: how innovative organizations sustained variability in the market; and why more than two third of the world known organizations that existed are no more.

Modern Organizations, are required to produce new ideas and products at a much faster pace than, even, a decade ago. Some innovative organizations require that a third of their revenue be generated from new products invented three years ago. Of the one hundred internationally known corporations that were started a century ago; only one third remain. How did the most innovative survive? What caused the others to perish?

Learn how to use disruptive strategies to tool-up your organization with innovative tinkering techniques to enable your leaders into the future. What is destructive creativity? And how famous leaders use it to redesign entire organization once their core existence is threatened?



## **.The purpose of this Training Program**

The objective of this course is to introduce the participant to numerous industry innovative thinking tools and strategies. By the end of the course you will learn how to become an able innovator. You will master product, service, and process innovation that matters to your organization's future.

We will provide you the skills; knowledge and strategies that will help you develop a precise strategy, business model, and tactics for your innovative products, services, or processes. You will learn how to recognize disruptive technologies and new market trends in your industry. Supply side or demand side disruptions may have detrimental effects on the survivability of your business. How to deal with these and even pursue favorable strategies stream lined for change.



# Program Training Topics

**Topic One:** What is the difference between creativity and innovation? What is recombinant innovation? Examples of world changing Innovations

**Topic Two:** What does creating innovative value for customers mean? How to create a customer value proposition? What is the importance of capturing value back from the market? How do we create a business model to iterate innovative product life cycles that grow and succeed?

**Topic Three:** What is the business eco system of an innovative organization?

**Topic Four:** How to create a triple win scenario for the company, consumers, and the ecosystem by mapping the company's offerings in a coherent business model within the broader ecosystem in order to ensure that the integrated business model delivers unique and differentiated value to consumers.

**Topic Five:** Prospect theory and how consumers make innovative products purchasing decisions. What is the endowment effect?

**Topic Six:** Design appropriate value propositions for target consumer segments.

**Topic Seven:** Market segmentation and its importance for building specific innovation. How do you pursue innovation strategies based on your organization's strongest capability?

**Topic Eight:** Innovative product market adoption lifecycle. How do we select our spear head customer segment? When do the various market segments become ready to accept our innovative product? When do we know early that a product failed to penetrate the market place? All these questions are an important part of the adoption lifecycle. How do we recognize innovative products tipping point? What kind of tipping points exist in the product innovation lifecycle? What are the best entry points to such markets?

**Topic Nine:** More than 89% of innovative products fail to cross to the mass market segments in the innovation life cycle? They fall into the chasm and can not diffuse to market majority. Learn why this happens and if your product will withstand this test? What is the proper implementation that lowers this diffusion risk?

**Topic Ten:** How to use a journey map to illustrate and understand customer needs and pain points? This storytelling tool explains customer relation and retention. Plot, on the time axis, your total customer experience and how do you plan to make it a pleasant one? Learn to explore your customer's consideration space and how to create great **unique** customer value proposition?

**Topic Eleven:** Develop a winning product combination that aligns company capabilities with consumer expectations. How to design winning products by using the products configuration map? Is it appropriate to introduce a Swiss army knife product to the market? What core features to include and what to exclude during the product life cycle journey? Learn to design your winning products using the Four Action Framework?

**Topic Twelve:** A business Plan is not enough to diffuse innovative products in the market place we need business models. How does a business model fit within our strategy and tactics? What are the categories of a successful business models? Case studies from leading successful innovative organizations.

**Topic Thirteen:** The business model canvas and how to use it to design your product models. Case studies and exercises for designing great innovation business models. Some key concepts are: Long-tail innovation model, Platform model, Crowd-sourced model, Bundled model, and more.

**Topic Fourteen:** what is a Pipeline Business? And how to shift from Pipeline to Platform, Understand Two-Sided Platforms, Multi-sided Platforms, Network Effects, Double Jeopardy, Long-Tail Models, Crowd-Sourced Models, and Bundled Models.

**Topic Fifteen:** Understand how a company can move from being a pipeline company to a platform company. Learn about cutting-edge topics in innovation, such as open innovations and crowd sourcing, reverse innovations, and user innovations.

**Topic Sixteen:** What is Radical and what is sequential innovation? How to use basis of competition strategy to avoid commoditization of your innovative product and create a huge barrier of your competitors? Learn the failure frame work and how to use it to plan proper strategies?



**Topic Seventeen:** Types of innovation. Learn process, product, radical, business model, and disruptive innovation. What is the importance of process and product innovation? What is business model innovation? How to identify disruptive innovation?

**Topic Eighteen:** Understand the concept of disruption both from a demand-side and supply-side perspective. Develop a framework to manage disruptive innovations.

**Topic Nineteen:** Demand-Side Disruption and Creative Destruction, S-curves, Disruptive Innovation, Low-End Disruption, New-Market Disruption, and Disruption Triggers. How do disrupters find their opportunity in a mature market place? How can incumbents survive and thrive as a disruptive entrant market?

**Topic Twenty:** Supply-Side Disruption and the different Mental Models based on Components, Architectural core capabilities. How to use the Share-Profitability Matrix to identify disruptive challenges to your organization? Do you have Core Capabilities or are they Rigidities? Market sensing as means to exit the dreaded comfort zone mental model. Why is it hard for organizations to cannibalize their existing processes? Resistance to change when deemed necessary. Why do incumbent organizations favor sustaining rather than disruptive technologies?

**Topic Twenty One:** Contemporary Topics in Global Innovation: User Innovation, Reverse Innovation, Glocalization, Open Innovation, Connect and Develop, and Crowd based innovation made possible by the internet.



## Graduation Certification

- 🕒 Life time access and membership to the Success Architecture web site
- 🕒 This program is an elective to obtain Master Certification in “Creative Success Architecture”, you need 3 electives in addition to the essential program.
- 🕒 A Certificate for this training program: “Innovator in Success Architecture”, from Success Architecture Corporation, USA.

## Training Program Period

This training program is conducted in fully equipped class rooms in proper venues. The training material, exercises, discussions, case studies, educational films, and supporting ideas are presented within 5 hours for 5 day. Breaks within this period will be taken.







