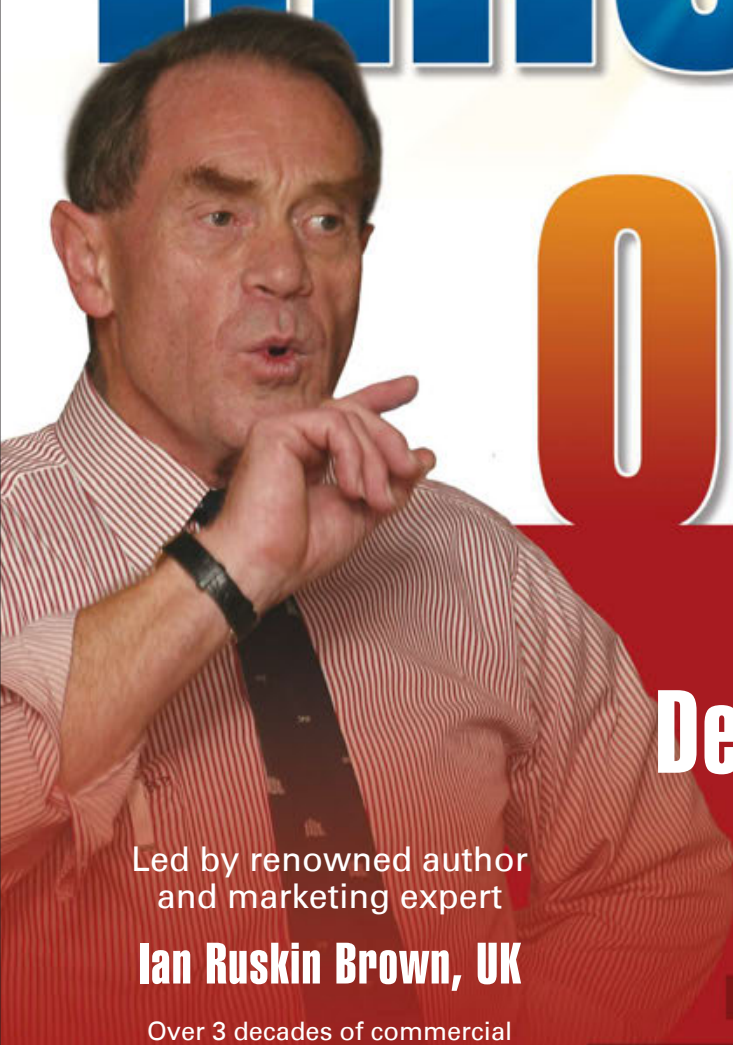




# Innovate or Die



## Innovative Product Development Strategies

Led by renowned author  
and marketing expert

**Ian Ruskin Brown, UK**

Over 3 decades of commercial  
experience in Marketing with leading  
Global Organizations

Fellow of the Institute of Sales  
and Marketing Management

Member of the British Institute  
of Management

Author of best selling books like  
Mastering Marketing, Marketing your  
service business and Practical Pricing  
for results

Generate new product ideas

Maximize the opportunities from NPD

Reengineer the Product Development Process

Identify Pricing Strategies & Drive Sustainable Revenue

**January 25 & 26, 2013** - Sheraton Hotel & Towers, Karachi

**January 30 & 31, 2013** - Pearl Continental Hotel, Lahore

**9:00 am to 5:00 pm**

...only from Octara!!!

Your course director

# Ian Ruskin Brown

MSc MIMgt, MCIM, DipM, FinstSMM, MMRS

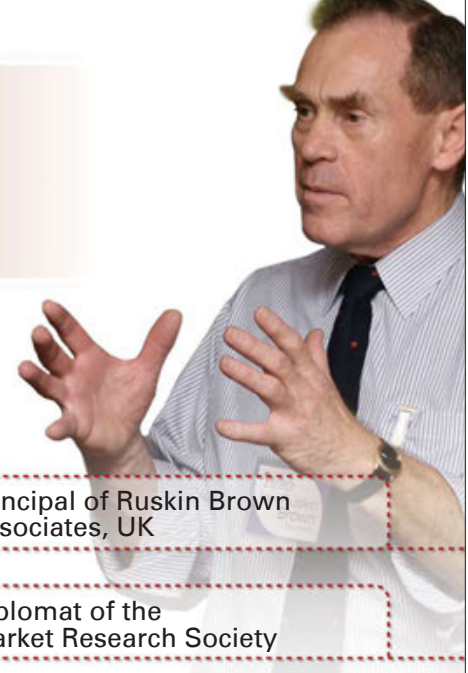
Ian Ruskin, owner of Ruskin Brown Associates, is a prolific author, a practising and incurable businessman and international marketing trainer & consultant. He has gained extensive experience in Marketing, working in the operational and planning functions in Marketing Management for multinationals like Esso Petroleum, Goodyear Tyre, Kimberly Clark, Trebor Sharpes, and Reed Paper Group.

His books "Mastering Marketing" and "Marketing your Service Business" have been best sellers of their times. His most recent "Practical Pricing for Results" was published end 2007 and is selling a storm. Since 1973, his career has oriented towards the academic and consultancy, working as a Senior Lecturer at the University of the South West, UK with visiting lectureships at the Universities of Bath, Bristol, Oran (Algeria) and the NIHE Limerick (Eire).

He is a full member of the Chartered Institute of Marketing, the Business Graduates Association of MBA's, a fellow of the Institute of Sales and Marketing Management, UK, a full member of the British Institute of Management, a full member and qualified as a Diplomat of the Market Research Society. He was with the Training Arm of the Chartered Institute of Marketing, U.K. for thirteen years.

In early 1983, Ian set up Ruskin Brown Associates to provide consultancy and training in Sales and Marketing and Market Research activities. this activity continually brings him into contact with a wide range of marketing situations in United Kingdom, United States of America, Asia and Europe. This knowledge enables him to recognize the different cultures and consumer buying behavior.

His clients include organizations like Career Track International, Nokia, Ericsson, IBM International Business School, Rank Xerox, Hitachi International, Courage Breweries, ChevronTexaco, Wace Industries (world's largest printing company), Bank of Ireland, Abbey National and Cambridge University Press.



Principal of Ruskin Brown Associates, UK

Diplomat of the Market Research Society

Member of Business Graduates Association of MBA's

Fellow of the Institute of Sales and Marketing Management

Member of the British Institute of Management

Faculty of the Chartered Institute of Marketing (CIM)



Ian Ruskin Brown is the author of best selling titles



## Feedback from Ian's previous courses:

"A highly informative session enriched with readily applicable techniques which will definitely add value to our organization."  
**Coca Cola Beverages**

"Excellent presentation and a highly practical training session!"  
**Engro Foods**

"The Instructor has worked hard on his presentation style and maintained a good interaction with the audience throughout the session."  
**Haleeb Foods**

"An excellent experience to attend such a beneficial workshop led by an amazing trainer!"  
**Packages Ltd.**

"Learned new perspectives to product development. The course was well prepared and effectively delivered."  
**Mobilink**

# Innovate or Die

## Innovative Product Development Strategies

January 25 & 26, 2013 - Sheraton Hotel & Towers, Karachi | January 30 & 31, 2013 - Pearl Continental Hotel, Lahore

### P R O G R A M A G E N D A

TIME	Day One	Rationale / Objectives
09:00 Session 1	<b>Introduction to the workshop:</b> <ul style="list-style-type: none"> <li><b>The need for NPD</b> <ul style="list-style-type: none"> <li>Appraising the options for growth</li> <li>The importance of the 'End Market' vis a vis 'Derived Demand'</li> <li>The Price/Value Landscape Grid</li> </ul> </li> </ul> <b>Video:</b> - 3M's 'Post-it Notes'	<ul style="list-style-type: none"> <li>The need for NPD</li> <li>Difference in NPD for B2C vs. B2B</li> <li>NP classes</li> <li>When is a product 'New'?</li> <li>Using the Price/Value Landscape grid</li> </ul>
10:30 - 10.45	<b>TEA / COFFEE BREAK</b>	
10:30 Session 2	<ul style="list-style-type: none"> <li><b>Portfolio analysis:</b> <ul style="list-style-type: none"> <li>The situation regarding the Product Life Cycle</li> <li>The 'whys' and 'wherefores'</li> <li>Lessons from the 'Ansoff Matrix'</li> <li>The need for Succession Planning for products</li> </ul> </li> </ul> <b>EXE 1:</b> Plot your Product Portfolio on the 'R' matrix	<ul style="list-style-type: none"> <li>The implications of the PLC</li> <li>Continuous vs. Discontinuous vs. Dynamic Discontinuous</li> <li>The use of the portfolio tools:             <ul style="list-style-type: none"> <li>BCGM vs. GE. &amp; McKinsey Grid</li> <li>The 'R' Matrix, &amp; how to use the above</li> <li>Gap Analysis &amp; Using Ansoff</li> </ul> </li> </ul>
12:30 - 13.30	<b>LUNCH</b>	
12:30 Session 3	<ul style="list-style-type: none"> <li><b>Generating the new ideas:</b> <ul style="list-style-type: none"> <li>The Role of Market Information (intro). Gap Analysis, Syntectics</li> <li>Introducing the three different types of innovation regarding NPD</li> </ul> </li> </ul> <b>EXE 2:</b> Name a product of each category in your industry! <b>EXE 3:</b> In table teams, discuss & propose 3 typical recent examples of each of the 3 types of innovation (from any industry)	<ul style="list-style-type: none"> <li>MIS vs. CIS, vs Qualitative research, The Classes/types of 'New Products'</li> <li>3 main types of Innovation, Continuous, Discontinuous &amp; Dynamic discontinuous</li> <li>Idea Generation:-             <ul style="list-style-type: none"> <li>Want vs. Got • Syntectics' • Brainstorming • The 5 'whys'</li> <li>Scenarios • Fish bone etc</li> </ul> </li> <li>Intro of Mind Mapping (Tony Buzan)</li> </ul>
15:30 - 16.00	<b>TEA / COFFEE BREAK</b>	
15:30 Session 4	Which part of the 'Product' should we innovate? Range extension, Line extension vs. Product enhancement, The Levitt construct view of the product & why is it important to us? <b>EXE 4:</b> Table Teams:- Enhancing the 'Taxi Product', and apply Levitt to a product from your table team.	<ul style="list-style-type: none"> <li>The Levitt construct view of the product and why &amp; where is innovation needed?</li> <li>The importance of the Augmented and Potential aspects of the Product</li> <li>Innovating via the use of 'Service*'</li> <li>The Mix differences of service vs. goods to bear in mind</li> <li>The Product from your 'table team'  <i>(* not just customer service).</i></li> </ul>
c. 17:30	<b>DAY ENDS</b>	
TIME	Day Two	Rationale / Objectives
09:30	<b>Review of Day 1.</b>	
09:30 Session 5	<b>The tools of Portfolio Planning continued:</b> <ul style="list-style-type: none"> <li>The 'Boston Matrix' (the oldest)</li> <li>The GE/Shell matrix &amp; how is it used</li> <li>The McKinsey Grid</li> <li>The 'R' Matrix etc.</li> </ul> <b>EXE 5:</b> Your own company's portfolio	<ul style="list-style-type: none"> <li>The reasons for, &amp; the workings of the BCGM</li> <li>Why was the GE/Shell matrix developed &amp; how does it work?</li> <li>Breakthrough of the McKinsey Grid &amp; how is it used?</li> <li>Evaluation of Risk v/s Return (Revenues) &amp; Resource Allocation?</li> <li>Why should this be constantly monitored?</li> </ul>
10:30 - 11.00	<b>TEA / COFFEE BREAK</b>	
10:30 Session 6	<b>Introduction to the Idea Creation tools &amp; why do we need their discipline:</b> <ul style="list-style-type: none"> <li>The critical differences between the processes of 'Analysis' &amp; 'Synthesis' &amp; why these can be good partners?</li> <li>The SpiderGram &amp; the Price/Value landscape grid for further analysis</li> </ul> <b>EXE6:</b> Plot a 6 'spoke' SpiderGram for a given product chosen from those at your table.	<ul style="list-style-type: none"> <li>Several approaches for idea creation within the NPD process</li> <li>The Strengths &amp; Weaknesses of each, the How &amp; Why they should be used together?</li> <li>How can the Price/Value Landscape grid give us an entrée to the NPD process?</li> <li>How does the 'SpiderGram' work?</li> </ul>
12:30 - 13.30	<b>LUNCH</b>	
12:30 Session 7	<b>The Analytical tools of NPD diagnosis:</b> De Bono's '6 Thinking Hats' introduced: PLUS <ul style="list-style-type: none"> <li>The '6 Whys'</li> <li>The 'How-How' diagram</li> <li>'Fishbone Thinking' &amp; why is it useful?</li> <li>'Want – Got' analysis</li> <li>The usefulness of Tony Buzan's 'Mind Mapping' &amp; how to use this tool?</li> </ul>	<ul style="list-style-type: none"> <li>The six 'Thinking Hats', what are they, what types &amp; classes of thinking do they represent etc.</li> <li>How do these Analytical tools work, &amp; how to employ them &amp; when?</li> <li>What is 'Syntectics' (i.e. Lateral Thinking, Brainstorming etc.) &amp; how &amp; when to use this tool?</li> <li>How does Mind Mapping work &amp; how can it be employed?</li> </ul>
15:30 - 16.00	<b>TEA / COFFEE BREAK</b>	
15:30 Session 8	<b>EXE 7:</b> Mind Map the previous session; <b>Generating Ideas within the firm,</b> The use of quality Circles, The case of the 'Swan Vestas' innovation, Selling the Product Internally; <b>Video:-</b> 3'M's Launching the CD rom.. <b>Course Summary &amp; Closure</b>	<ul style="list-style-type: none"> <li>The 4 stages of brainstorming</li> <li>How to run a Brainstorming session?</li> <li>Other 'synthetic' tools for the creation of novel ideas</li> <li>'Quality Circles' how to use them for NPD, why they may be inappropriate culturally?</li> </ul>
c. 17:30	<b>DAY ENDS</b>	

## Course Overview:

Shorter product lifecycles, increasingly competitive markets and the need to diversify into growth areas demand a constant stream of new product ideas and structured development. Over the past decade, firms have invested millions of dollars to define and standardize the way they develop and bring new products and services to market. Despite these investments, however studies of new product success rates have shown little or no improvement. Indeed, recent data suggests that firms struggle more than ever to develop and launch new products on time with acceptable features, cost, and quality.

## SO WHAT WENT WRONG?

- **Often, firms fail to align product-development strategy to business needs**
- **Applying the same process to all development efforts didn't work**
- **Lack of ideation and inefficiency of product development processes**
- **Inflexibility of development strategies to fit the context well**

This two days session will examine and explain the critical tools for product innovation, development and commercialization required for survival and growth of modern businesses. Participants will be able to develop flexible and efficient product development strategies and acquire a fresh inventory of idea generation tools for sustainable competitive advantage.

## Key Benefits:

- ✓ Analyze your growth options to generate **INNOVATIVE PRODUCT IDEAS**
- ✓ Explore effective ways to flex and manage the **PRODUCT DEVELOPMENT PROCESS**
- ✓ Examine the most vital tools for **PRODUCT INNOVATION & COMMERCIALIZATION**
- ✓ Develop flexible and efficient **PRODUCT DEVELOPMENT STRATEGIES**
- ✓ Acquire the most successful strategies for **PRICING OF NEW PRODUCTS**

## Who Should Attend?

Department Heads, Managers and Professionals involved in Product Development, Branding, Marketing and related functions from Manufacturing and Service industries.

## Course Case Study:

Case Study for this course has been specifically designed to ensure that you can relate to it, whichever industry you belong to. Each main session will include an exercise using the course case study to apply the themes of that session and the sessions prior to it.

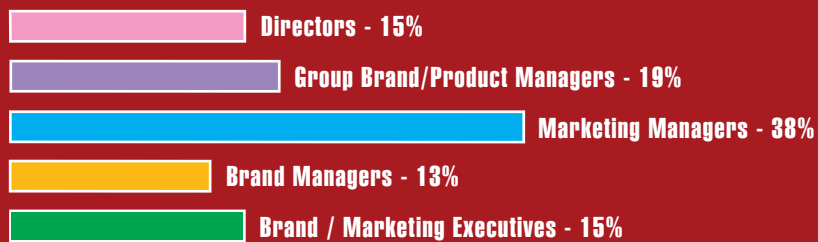
By completing these exercises based on the case study you will see how the tools and knowledge gained can apply to your own products and/or services. This will allow you to experience the application of the tools discussed, in such a way as to explore all aspects of the key principles of current marketing best practices.



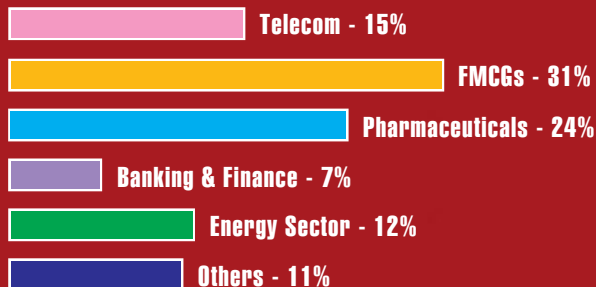
## Participants of **“Innovative Product Development Strategies”** held on 14 & 15 June 2010, Karachi

**"Innovative Product Development Strategies"** was a tremendous success in 2010. Participants from the top companies of Pakistan took part in the workshop, bringing in diversified experience to the program which may also be gauged from the following data compiled.

### By Participant Profile



### By Industries Represented



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 January 30 & 31, 2013 - Pearl Continental Hotel, Lahore

**Workshop Investment**  
**PKR 49,999/-**  
 (Fee per participant)

**Register by December 31, 2012 &**  
**SAVE PKR. 10,000**

Fee includes course material, Octara certificate, lunch, refreshments & business networking

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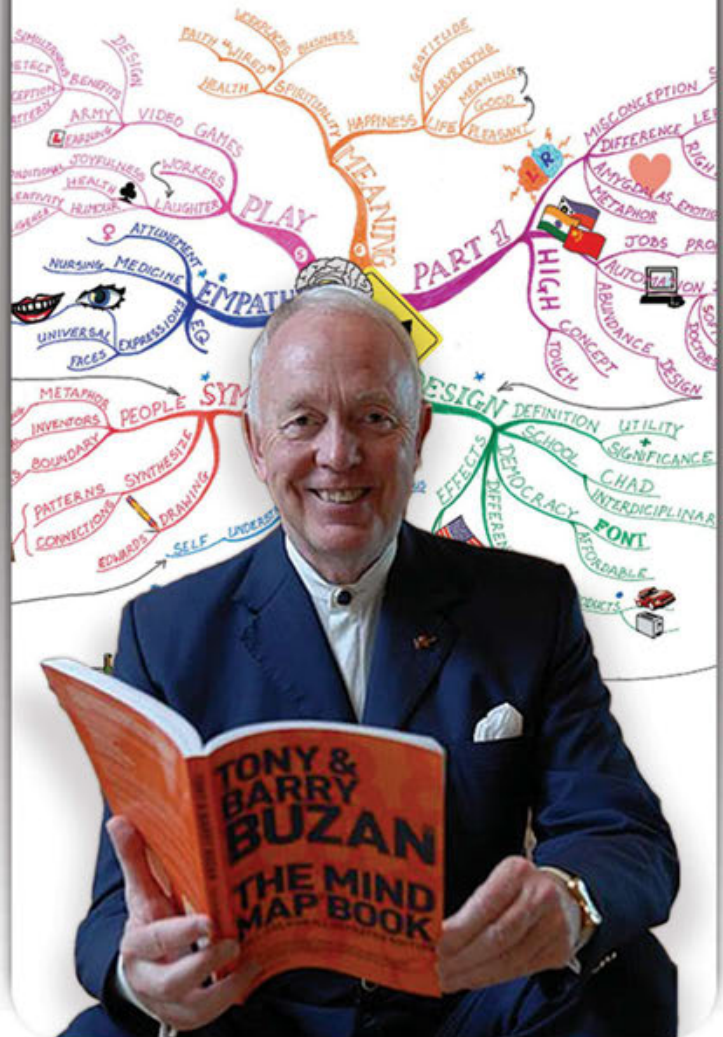
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### Bring Innovate or Die In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Jason D'souza** at [jason.bosco@octara.com](mailto:jason.bosco@octara.com) or call at **0332-2422732** for more details