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# Innovative Product Development Strategies

(B2B and B2C)

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



**Learn to create new product development processes and position your organization for a strategic competitive advantage**

**14 - 15 June 2010, Sheraton Hotel & Towers, Karachi**  
**17 - 18 June 2010, Pearl Continental Hotel, Lahore**  
**9:00 am to 5:00 pm**

### Key Benefits:

- ✓ Understand the Product Life-Cycle
- ✓ Learn to screen the ideas thoroughly
- ✓ Be able to assess the options for growth
- ✓ Generate potential new product ideas
- ✓ Identify strategies available for Pricing the new Product
- ✓ Recognize the different types of Innovation
- ✓ Discover ways to manage the "The Product Development Process"
- ✓ Learn to manage the New Product Introduction

### For Details & Registration

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[www.octara.com](http://www.octara.com)

Your course director

# Ian Ruskin Brown

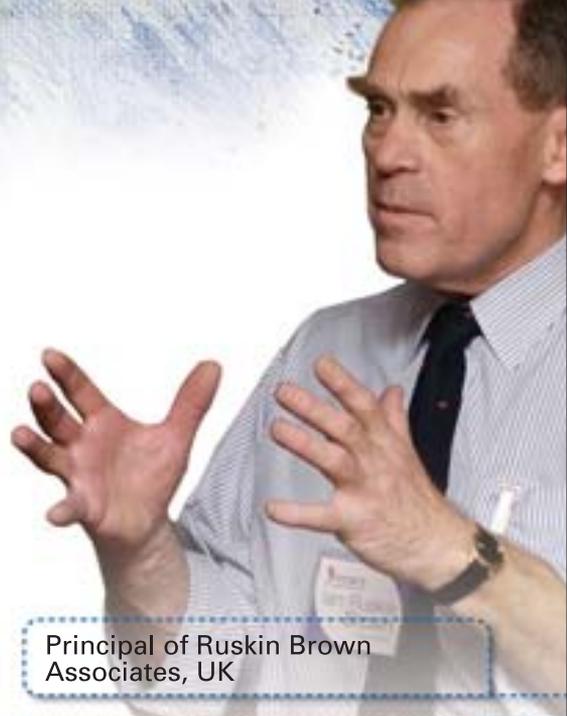
MSc. MIMgt, MCIM, DipM, FinstSMM, MMRS

Ian Ruskin Brown, is an author, International Marketing and Sales trainer and Consultant, Member of the Chartered Institute of Marketing, Fellow of the Institute of Sales and Marketing Management, Member of the British Institute of Management.

He is also the Principal of Ruskin Brown Associates, an independent training and consultancy set up since 1983 in the UK. This consultancy continually brings him into contact with a wide range of typical sales and marketing situations in United Kingdom, United States of America, Asia and Europe. Thus, over the last 40 years he has excelled in Strategic Management, Sales and Marketing.

Ian's commercial career includes his involvement in Marketing Management with firms like J. Lyons, Exxon Petroleum (aka Esso), Kimberly Clark, Goodyear Tyre Company, and Trebor Sharpes Distribution. Over this time he has directly, or via members of his various sales teams, managed the accounts of major organizations like Sainbury's, HM Customs and Excise, J. Laing Ltd. (motorway construction UK), Kodak Medical Imaging, Lloyds Bank, United Bank of Kuwait, Mashreq Bank of Dubai, Norwich Union U.K. Ltd., ST Microelectronics (4th largest chip maker in the world) & the list goes on. Ian has also managed accounts of two of the largest health care businesses in the world, namely - the "Welcome Foundation (Animal Health division) and GlaxoSmithKline (Virology)."

In addition, as a trainer and consultant, he has trained the Marketing Teams of many large and high-tech companies such as Otokumpo (largest producer of Copper products and stainless steel in the world), and Kone/ Partek (the largest manufacturer of Materials Handling equipment in EU). He has carried out a great amount of diversified in-house work related to product management with several industries across the globe.



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 has trained participants from



## Hear What Delegates Have Said About Ian:

"A highly informative session enriched with readily applicable techniques which will help me add value to my organization."  
Coca Cola Beverages, Pakistan

"An exceptional course, really worthwhile - a good use of the time available, the course was well prepared and relevant."  
Chevron East Africa

"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 Limited Lahore

"A practical and excellent course - information rich - lots of practical illustrations and exercises."  
Barclays HO Nairobi Kenya

### Who should attend?

Department Heads, Managers and Professionals involved in product development, branding, marketing and related functions from manufacturing and service industries.

### Training Methodology:

The training will be a highly interactive session that will include interesting exercises, discussions, "Buzz Group" Exercises.

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## Overview

Today few products can be expected to last more than five, let alone ten years, this particularly applies in consumer markets, and especially in the IT sphere. Hence, there is a need for a constant stream of new product ideas to feed the need for product innovation. In today's markets especially, our motto must be 'innovate or die'. This two day session will examine and explain the critical tools of Product Innovation, Development, and Commercialization, required by today's businesses just to stay alive.

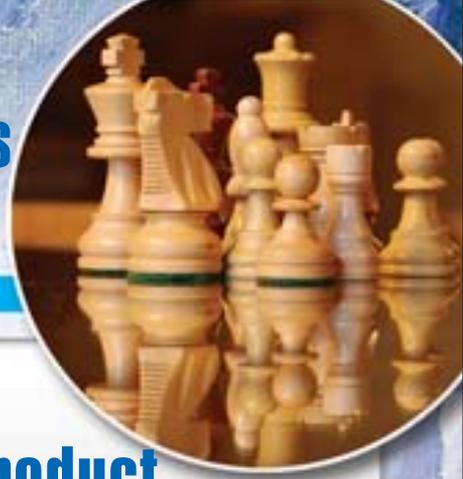
### Program Agenda

TIME	Day One	Rationale / Objectives
09:00	<b>Session 1</b> <b>Introduction to the workshop:</b> The need for NPD Appraising the options for growth The importance of the 'End Market' vis a vis 'Derived Demand' The Price/Value Landscape Grid Video: - 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>What class of NPs?</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	<b>Session 2</b> <b>Portfolio analysis:</b> The situation regarding the Product Life Cycle The 'whys' and 'wherefores' The lessons from the 'Ansoff Matrix' The need for Succession Planning for Products EXE 1: 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	<b>Session 3</b> <b>Generating the new ideas:</b> The Role of Market Information (intro). Gap Analysis, Synectics' Introducing the three different types of innovation regarding NPD EXE 2: Name a product of each category in your industry! EXE 3: 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 • Synectics' • Brainstorming • The 5 'whys'</li> <li>Scenarios • Fish bone etc</li> <li>Intro of Mind Mapping (Tony Buzan)</li> </ul> </li> </ul>
15:30 - 16.00	<b>TEA / COFFEE BREAK</b>	
15:30	<b>Session 4</b> 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? EXE 4: Table Teams:- Enhancing the 'Taxi Product', and apply Levitt to a product from your table team.	The Levitt construct view of the product & why & where innovation is needed? The importance to the Augmented and Potential aspects of the Product, Innovating via the use of 'Service*' The Mix differences of service vs. 'goods' to bear in mind Product from your table team (* not just customer service).
c. 17:30	<b>DAY ENDS</b>	
TIME	Day Two	Rationale / Objectives
09:30	<b>Review of Day 1.</b>	Basics of Marketing, differences with Goods vs. services etc
09:30	<b>Session 5</b> <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 it is used,</li> <li>The McKinsey Grid</li> <li>The 'R' Matrix etc.</li> </ul> EXE 5: Your own company's portfolio	<ul style="list-style-type: none"> <li>The reasons for, &amp; the workings of the BCGM</li> <li>Why the GE/Shell matrix was developed, &amp; how it works &amp; is used?</li> <li>The breakthrough of the McKinsey Grid &amp; how this is used?</li> <li>Why the evaluation of Risk v/s Return (Revenues) &amp; Resource Allocation?</li> <li>Why this should be constantly monitored?</li> </ul>
10:30 - 11.00	<b>TEA / COFFEE BREAK</b>	
10:30	<b>Session 6</b> <b>Introduction to the Idea Creation tools, &amp; why 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> EXE6: Plot a 6 'spoke' SpiderGram for a given product chosen from those at your table.	<ul style="list-style-type: none"> <li>The several approaches for idea creation to happen within the NPD process</li> <li>The Strengths &amp; Weaknesses of each, the How &amp; Why they should be used together?</li> <li>How the Price/Value Landscape grid can give us an entrée to the NPD process?</li> <li>How the SpiderGram works?</li> </ul>
12:30 - 13.30	<b>LUNCH</b>	
12:30	<b>Session 7</b> <b>The Analytic 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; how &amp; why this is 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 they are, what types, classes of thinking do they represent etc.</li> <li>How these Analytic tools work, &amp; how to employ them &amp; when?</li> <li>What is 'Synectics' (i.e. Lateral Thinking, Brainstorming etc.) &amp; How &amp; when to use this tool?</li> <li>How Mind Mapping works &amp; can be employed?</li> </ul>
15:30 - 16.00	<b>TEA / COFFEE BREAK</b>	
15:30	<b>Session 8</b> EXE 7: Mind Map the previous session; Generating Ideas within the firm, The use of quality Circles, The case of the 'Swan Vestas' innovation, Selling the Product Internally: Video:- 3M's Launching the CD rom.. Course wash-up	<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>	

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## Workshop Investment

PKR **29,999/-**  
per participant

**10% Group Discount**  
on 2 or more participants

Course material, Octara certificate, lunch, refreshments & business networking

### Registration & Payment Options

- E-mail or Fax your nomination(s) to:  
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          : [info@octara.com](mailto:info@octara.com)  
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### Registration Note

Participation will be confirmed subject to receipt of payment.

### Octara Cancellation Policy

Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

## Bring Innovative Product Development Strategies In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact Mohsin Rahim at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com) or call at 0321-2133409 for more details

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