



Improving Profitability through Organic Growth

Understanding the Innovation Process

Transforming Ideas into New Products and Services

Georgia Tech College of Management

**Managing Innovation and New Product Development
2-Day Workshop: Monday and Tuesday; October 22-23, 2007**

Innovating in a Rapidly Changing Environment

Systematic Frameworks and Models for Managing Innovation

Understanding the Team Dynamics of Innovation

Managing the New Product and Service Development Process

The Benefits of Rapid Experimentation

EXECUTIVE SUMMARY

Thank you for your interest in Georgia Tech's **Managing Innovation and New Product Development** two-day executive education workshop. This document provides details on the program content, professor profiles, and the registration process.

Over the last two decades, companies have done a great job of improving profitability through cost-cutting and efficiency gains. With little room left to cut, companies are now seeking to boost profitability by improving the top line through organic growth. This workshop focuses on the two key drivers of organic growth—innovation and new product development. Both of these are core areas of expertise at Georgia Tech. Attend this workshop and you will develop an understanding of what leaders need to do in order to develop new ideas into innovations and new products. The program content includes:

■ **Day One Agenda: Understanding and Overcoming Barriers to Innovation**

- **Professors:** Dr. Luis Martins and Dr. Stelios Kavadias, Georgia Tech
- **Morning Topic:** The Innovation Challenge
- **Afternoon Topic:** Leading Innovation
- **Classroom Activity:** Small team exercises and two short case studies

■ **Day Two Agenda: Effectively Managing New Product and Service Development**

- **Professors:** Dr. Luis Martins and Dr. Stelios Kavadias, Georgia Tech
- **Morning Topic:** Managing New Product and Service Development Processes
- **Afternoon Topic:** Effective New Product and Service Development Processes
- **Classroom Activity:** Small team exercises and two short case studies

The GT professors are master teachers who can translate their research and consulting experiences into practical management tools. Teaching methodologies include:

- Structured multi-media presentations
- Small group discussions and reports
- Active learning exercises

There are four easy ways to register for this workshop:

1. Call 404.894.8700 or 1.800.815.7662
2. Register online at www.execinfo.org
3. Send an email to laura.day@mgt.gatech.edu
4. Complete the registration form on page six and fax it to Georgia Tech at 404.894.5603



Georgia Tech's Huang Executive Education Center offers state-of-the-art executive education classrooms at the Technology Square campus in Midtown Atlanta. You can take a virtual tour at www.execinfo.org.

Day One: Program Content

Understanding and Overcoming Barriers to Innovation

8:00-8:30 AM

Arrival and Continental Breakfast

Georgia Tech College of Management, Midtown Atlanta Campus, Classroom 312

8:30-Noon

The Innovation Challenge

Professors Luis Martins and Stelios Kavadias, Georgia Tech College of Management



The morning session focuses on understanding the challenges involved in innovating in rapidly changing competitive environments. Participants will engage in a hands-on experiential exercise designed to highlight the issues facing individuals and organizations in their innovation efforts. Key content areas include: (1) Understanding the underlying process and team dynamics of developing innovations; (2) Identifying the key process challenges impeding innovation and new product development in organizations; (3)

Understanding the role of organizational arrangements, group dynamics, and leadership approaches in fostering or hindering innovation and new product development; and (4) Developing a systemic perspective on managing innovation and the new product development process. Break: 10:00-10:15

Noon-1:00 PM

Lunch and Networking: Georgia Tech Hotel Executive Dining Room

1:00-4:30

Leading Innovation

The afternoon session will focus on the critical roles of leadership and organizational culture in stimulating innovations that lead to improved customer satisfaction and profitable growth. Participants will dissect case studies to identify the organizational arrangements and leader behaviors that best complement a focus on innovation and new product development.

Key content areas include: (1) Innovation leadership roles and responsibilities at various organizational levels; (2) Essential leadership philosophies needed for innovation; (3) Understanding and managing the role of failure in innovation; (4) Identifying aspects of organizational culture that impede innovation; and (5) Creating and maintaining a culture of innovation. Break: 2:15-2:30

Team Activity

In both the morning and afternoon sessions, participants will break into small teams to discuss exercises or short case studies. The teams will answer key questions related to the exercise or case study and then report their decisions to the larger group.

Day Two: Program Content

Effectively Managing New Product and Service Development

8:00-8:30 AM

Arrival and Continental Breakfast

Georgia Tech College of Management, Midtown Atlanta Campus, Classroom 312

8:30-Noon

Managing the New Product and Service Development Processes

Professors Stelios Kavadias and Luis Martins, Georgia Tech College of Management



The morning session will focus on the features and enablers of successful product development processes. Through a mix of case study discussion and in class exchanges, participants will be exposed to a set of process analysis techniques and project management frameworks that address the innovation and new product development process challenges. Key content areas include: (1) The alignment of the product and service development process with the competitive environment faced by the organization; (2)

Resource management for effective product development and innovation; (3) Effective problem solving during new product development and radical innovation; (4) Managing risk during product development projects; and (5) Measuring the performance of product development processes and building a continuous improvement culture. Break: 10:00-10:15

Noon-1:00 PM

Lunch and Networking: Georgia Tech Hotel Executive Dining Room

1:00-4:30 PM

Effective New Product and Service Development Processes

The afternoon session will focus on breaking down and applying proven processes for developing new product and service innovations. Participants will first be exposed to innovation processes used at leading organizations in product and service innovation. Then they will engage in a highly interactive innovation process using a defined innovation methodology, and will discuss the lessons for implementing such processes in their own organizations. Key content areas include: (1) Understanding the issues involved in grafting a new innovation process into an existing organization; (2) Implementing process frameworks for innovation and new product development; (3) Understanding the rewards and risks of innovating; (4) The benefits of rapid experimentation; and (5) Systematizing learning throughout the development process. Break: 2:15-2:30

Team Activity

In both the morning and afternoon sessions, participants will break into small teams to discuss exercises or short case studies. The teams will answer key questions related to the exercise or case study and then report their decisions to the larger group.

FACULTY & STAFF PROFILES



Stylianos Kavadias, Ph.D.

Stylianos (Stelios) Kavadias is an Assistant Professor of Operations Management at the Georgia Tech College of Management. He is a popular instructor in the subjects of project management, performance measurements, new product development, and resource allocation in the project management, innovation, and R&D processes. Dr. Kavadias' research has been awarded second prize in the George B. Dantzig Best Dissertation Competition organized by the INFORMS organization. He has presented his work at conferences all across the world. He earned his Ph.D. in Management from INSEAD (France).



Luis Martins, Ph.D.

Professor Luis Martins conducts research and consults on the role of managerial and group cognitive factors in performance, innovation, and change. His research has appeared in several top management journals and has been covered in major newspapers such as the *New York Times* and the *Chicago Tribune*. His teaching interests include innovation management, change management, leadership, and organizational behavior. He has won several teaching awards at the undergraduate, MBA, and Executive MBA levels; and has taught in executive development programs for GE, NASA, and the FBI Crime Labs. Luis earned his Ph.D. in Management from the Leonard N. Stern School of Business at New York University.



Daniel Stotz, M.S. in Management (Staff)

Dan Stotz is the Director of Executive Programs for the Business School at Georgia Tech. He plays the lead role in designing open-enrollment executive education programs and coordinating custom executive development programs. Dan's major custom clients include GE Energy, GE Healthcare, Boys and Girls Clubs of America, FBI Crime Lab Division, and the Waffle House Corporation. In addition to founding an innovative Leadership Institute that provides training for non-profit executives, Dan is a popular speaker in the areas of marketing and customer relationship management (CRM). Before joining Georgia Tech, Dan was the Manager of Marketing Communications for the University of Michigan Business School's Executive Education Center. He earned his Master of Science in Marketing Management from Colorado State University.

A photograph of a corner of a red brick building with white window frames and a decorative cornice. The word "TECH" is visible in large, gold-colored letters on the building's facade.

REGISTRATION FORM

The **Managing Innovation and New Product Development** two-day workshop is scheduled for Monday and Tuesday, October 22-23, 2007. The workshop will be held at the Georgia Tech College of Management located in Midtown Atlanta, 800 West Peachtree Street NW.

The workshop price is \$1,900 (\$1,400 **early bird price** if you register and pay before July 31st) and includes Georgia Tech instructional fees, program binders and materials, case studies, book and simulation licensing fees (when applicable), lunch at the Georgia Tech Hotel executive dining room, morning and afternoon refreshments, parking, and Internet access. **Discounts are available to companies that send three or more employees to the same program.** Call Laura Day at 404.894.8700 for more details.

Note: Special discounts for small nonprofits are available through the Georgia Center for Nonprofits.

OPTION 1 ☐ **YES**, register me for the Managing Innovation and New Product Development executive education workshop and send an invoice. **I will complete this form and fax to 404.894.5603**

Contact Name _____ Organization _____

Street Address _____ City _____ State _____ Zip _____

Position _____ Division/Dept _____

Phone _____ Fax _____ Email _____

OPTION 2 ☐ **YES**, I am interested in attending the Managing Innovation executive education workshop. Please call me at _____ so I can provide credit card information.

OPTION 3 ☐ **YES**, I am interested and will go to the Georgia Tech College of Management's web site www.execinfo.org to register online.

For more information: If you have questions regarding program content or if you're interested in learning about available discounts, please contact Laura Day at 404.894.8700 or laura.day@mgt.gatech.edu. Program offerings, content, dates, and prices are subject to change.