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## Ready to Innovate?

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A new service from the Enterprise Innovation Institute will debut at the Product Development & Management Association conference, Oct. 21, 2006, in Atlanta. The one-day workshop, "Turning Small Companies into Innovative Giants," is designed to help attendees address innovation issues in their own organization and operating environment. A modified version of the workshop, or elements of it, later will be available to firms throughout the state via Georgia Tech's regional offices. Also, the institute plans to launch an innovation web site to provide Georgia firms with appropriate resources.

In the workshop, participants will discuss customer focus, market opportunities, and technology trends, then consider how to come up with innovative ideas and filter them into development opportunities. They will examine their culture and environment and their level of readiness to undertake innovation. Elements for success will be examined, and missing factors identified. Attendees ultimately will prepare an action plan they can take back to their companies. In short, these company representatives will learn how to use innovation to increase the bottom line.

For additional information on the workshop and related activities, contact Chris Downing ([chris.downing@innovate.gatech.edu](mailto:chris.downing@innovate.gatech.edu); 404.894.7700).



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