



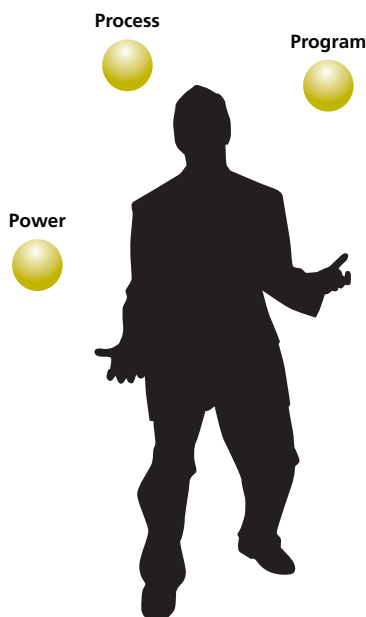
Are you ready to take your organisation to new positions of growth and prosperity?

The creation of powerful and lasting value will position your organisation dynamically. The techniques, tools and models in the **Sustainable Innovation Program**, validated over a ten-year period, will enable your organisation to stay ahead of the competition, become a market leader and prosper in turbulent times.

How does the Sustainable Innovation Program work?

The program brings senior leaders and their teams together in fast-paced workshops to quickly understand and apply the skills and behaviours required of successful organisations. Through the program your organisation will

- quickly identify multiple achievable opportunities for cost reduction, growth and productivity gains
- consolidate strategies to make opportunities happen
- strengthen your position in a competitive market environment
- engage your staff and promote their enterprising behaviours.



What is the Sustainable Innovation Program format?

The program is a series of three, two-day workshops held over approximately three months. The workshops are flexible and the content can be customised to suit your organisation's culture, size and market. The three workshops have been designed in a sequential manner to cover

- 1. Creativity and innovation**—how to identify the difference between a great idea and an opportunity
- 2. Communicating value through teamwork**—how to package and effectively communicate the value of an opportunity, internally among your team and externally to your customers
- 3. Marketplace value strategies**—how to move from 'pushing' into the marketplace to being 'pulled' into the marketplace—literally minimum effort for maximum results.

Each workshop is held over two consecutive days with groups of 5 to 25 people.

Who facilitates the Sustainable Innovation Program?

Marcus Powe PhD (founder of EIC Growth) has been working as a global thinker in the fields of innovation, creativity and enterprising behaviour for 25 years. He has enabled organisations to dynamically improve their opportunities for growth and competitively position themselves in turbulent markets. He has empowered senior leaders to know themselves as innovators and progressive thinkers. Marcus has worked with over 400 organisations in five countries with outstanding success. His positive, upbeat and constructive approach for growth is pragmatic and engaging.

Is staying ahead of the competition and being known as a leader the next step for your organisation?



SUSTAINABLE INNOVATION PROGRAM

Taking your organisation to new positions of growth and prosperity

EIC GROWTH

SUSTAINABLE INNOVATION PROGRAM

Workshop One (Two Days)

Day One (part one):

Creative thinking

Many organisations seem to behave in the market as if they have 'no choice'. Organisations react to competitive business pressures rather than explore creative ways to move their organisations forward. In this workshop we explore the issue of choice—after all, 'Who's running this thing?'

Day One (part two):

Innovation and enterprising behaviours

An often-convenient cry from organisations is that creativity is elusive, it can't be taught and you are either born with creativity or you are not. In this workshop we explore why creativity has been suppressed from management activities and come to understand that it's OK to be a 'little different' with our thinking. This workshop will give you the skills to unlock your creativity to create and execute strategies for growth.

Day Two:

Idea screening and selection

Often people in organisations simply have too many ideas. This session introduces the screening guide so you can quickly assess the commercial viability of your 'great idea'. You will be able to distinguish between a great idea and a growth opportunity as well as how to progress the opportunity to a feasibility plan for growth.

Workshop Two (Two Days)

Day One:

Teamwork and communication

The ability of the team to persuade an audience to support their strategies, plans and tactics often hinges on a 15- to 20-minute presentation. We explore the fundamentals of powerful team-based presentations including

- team presentation skills, styles and plans
- strategies to overcome customer and corporate barriers when presenting and persuading
- a deeper understanding of how to function as a team.

By the end of this workshop you will be able to combine these three skills with the enterprising mindset to persuasively influence both internal and external customers.

Day Two:

The enterprising toolkit

The enterprising toolkit comprises a variety of 'innovative tools' that, when used by your organisation, create and sustain lasting value. In this workshop we explore tools including

- product and process innovation
- product and industry lifecycles
- industry and organisational value chains
- environmental and market place driving forces.

By the end of this workshop you will be able to use the enterprising toolkit to increase the likelihood of leveraging a successful opportunity.

Workshop Three (Two Days)

Day One:

Enterprise marketing (internal and external)

In this workshop we explore enterprise marketing. Key ideas include combining the traditional four P's with the four C's: customer cost, customer communication, customer convenience and customer solution. Entrepreneurs use these variables to create value by aligning corporate, business and functional strategies to maximise strategic choices in today's chaotic marketplace. We will also examine creating and maintaining brands. This workshop will give you powerful skills to create a marketing mix based on the enterprising mindset of customer pull, not service or product push.

Day Two:

Why customers and organisations often say 'No'

We explore customer and corporate barriers to the creation of value. We identify specific customer barriers that include usage, value, risk, tradition and image. We examine powerful corporate barriers including expertise, operations, resources, regulations and market access. We also develop strategies to minimise both customer and corporate barriers to the creation of value. By the end of this workshop you will be able to predict customer and organisational objections and use these insights to create an even more powerful proposition.