

Program Overview

Over time markets become saturated, and products and technologies mature. To stay in the game, companies must continuously develop new value propositions for their markets. To assure a company's livelihood, new value propositions must be real breakthroughs. The companies that are unable to differentiate are relegated to fighting for business based almost exclusively on price.

Breakthroughs are typically linked to the ingenuity of one unique entrepreneur. For example, the success of Apple is associated with its legendary founder, Steve Jobs. If we are not going to challenge this perception, we may unavoidably leave many powerful ideas for breakthrough innovation unexploited. Maybe there is no substitution to ingenuity of the one, but this does not mean there is a lack of good ideas that can yield the next breakthrough. Innovation does not need to be a magical act of randomness, or dependent on a single person. It can be the result of structured processes that drives engineers and managers to create the next breakthroughs.

In this one-day session, you and your team will learn a powerful process to stimulate good ideas, evaluate their merit, and structure the right business model to turn the idea to a growing profitable business. The TOC Business Innovation Process is based on Dr. Eliyahu Goldratt's Theory of Constraints (TOC), and has been deployed by leading companies in Japan, United States and India.

- ✓ How to come up with the next powerful value proposition for the market?
- ✓ How to align all needed stakeholders to support it?
- ✓ How to convert the idea to a successful business?

Program Contents :

- Unearthing the Challenges in Innovation
- The TOC Business Innovation Process

A. Value Proposition

1. Techniques for identifying new value
2. Value Analysis – What limitation to remove for customers?
 - Customer view – analyzing customer problems with current product/service
 - Market view – analyzing behaviors in different segments of the market
 - Product view – analyzing impact of quantum changes in product parameters
3. Concept Design
 - Visualizing the concept
 - Emotional filter – the 'WOW meter'
4. Concept Evaluation – Would customers make the change?
 - How real are the customers' problems?
 - How big is their pot of gold?
 - What risks or obstacles would hold them back?
 - What changes could be made to the concept to reduce the customers' risks or obstacles?



Workshop Participants

The workshop is designed for senior management:

- CEOs with their leadership team
- COOs/Business Leaders with key team
- New Product Development Heads
- Head of Research & Developments
- Marketing Heads
- Functional Heads with their teams

The workshop flow and design is most beneficial when at least 2 participants from the same organization participate

B. Successful Business

1. Techniques for translating the value into successful business
2. The Business Model Dimensions
 - What are the appropriate references for Value & Price?
 - What is the right context to make a sale?
 - What are the most suitable distribution channels?
 - How can we build effective 3rd party collaborations?
 - How do we maintain the competitive edge for a longer time?
3. Business Model Assessment
 - Expected returns
 - Window of opportunity
 - Investment and risks

C. Execution Plan

1. Techniques for operationalizing the development and execution
2. Concept validation
3. Technology validation
4. Mass production validation
5. Marketing and Sales validation

First time in India.

Limited seats.

Contact early
for registration.

Faculty



Rami Goldratt, CEO, Goldratt Consulting

As Goldratt Consulting's Chief Executive Officer, Rami leads a growing consultancy that is a world leader in Theory of Constraints applications, with implementations on every continent.

He is a contributing author to The TOC Handbook (McGraw-Hill, 2010) and has been particularly influential in the area of sales, marketing, and education. He has worked with global companies in the automotive, textile and chemical industries, as well as service providers. As CEO of SFSCo., Rami led ground-breaking implementations, now the standard for TOC in sales. He holds a Masters in Philosophy of Science from Tel Aviv University in Israel. Rami is a member of the Theory of Constraints International Certification Organization (TOCICO) and Chairman of the Eli Goldratt Foundation.



Yishai Ashlag, Senior Partner, Goldratt Consulting

Yishai Ashlag holds a PhD in Economics from Bar-Illan University in Israel. Upon graduation he spent a year as a post doctorate visitor at the Wharton School at the University of Pennsylvania. For the last 20 years, he has worked as an adviser, consulting government agencies, policy makers, investors & businesses in various sectors such as automotive, consumer goods, agribusiness, health-care, finance & retail. Ashlag, worked closely with late Dr. Eli Goldratt, the developer of the Theory of Constraints and is also his son-in-law.

Currently he is senior partner at Goldratt Consulting; where he acts as the head of knowledge development & implementation.

Fees for the program : Rs. 35,000 /- (INR Thirty Five Thousand) plus applicable taxes.
This is a non-residential program and the participants are requested to make their own arrangements. If required TMTC can assist in making these arrangements.

Dates : Wednesday, September 3, 2014

Venue : Tata Management Training Centre, Pune

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