



**INSTITUTE OF
PROFESSIONAL
INNOVATORS**

**02/09/2016
LIVONIA, MI**

THE INVINCIBLE ENTERPRISE

**THE 'HOW-TO' OF BOOSTING THE ODDS OF SUCCESS
AND GAINING SUSTAINABLE COMPETITIVE ADVANTAGE**



While every company seeks growth (as the ultimate measure of success), the facts are unsettling.

- An S&P 500 member's average lifespan shrank from 61 years in 1958 to 18 years in 2012 (a study by Innosight).
- 93% of firms (a study by Accenture) rely on innovation to foster growth, but less than 1% of innovations do so (a Frost & Sullivan's study).
- With these prohibitive odds, "... Permanently excellent companies and industries do not exist." (an INSEAD study)

Join us and learn how General Theory of Innovation (GTI) through its proven prescriptive and predictive capabilities can reverse the odds of growth creation in your favor while leaving competitors at huge disadvantage! Our real-life innovation projects success rate exceeds 98% - you can achieve the same results!

JOIN US AND LEARN HOW TO REVERSE SUCCESS ODDS!

WHO THE SEMINAR IS FOR

The seminar will benefit senior executives and their staff responsible for achieving revenue growth objectives, including

- CXO (CEO, CTO, etc.)
- Finance, investment, M&A
- Market Research / Marketing
- Strategy / Strategic planning
- Business development
- NPD, R&D, Innovation
- Business / competitive intelligence

BENEFITS OF ATTENDING

Participants will learn:

- The objective Root Cause of corporate growth stall
- The logic of the evolution of products and services
- 9 Evolutionary Patterns for predicting the future of market's needs
- 6 Strategies of identifying High-Growth / Low-Risk opportunities
- Much more...

"General Theory of Innovation presents an absolutely new way to better understand ways to improve our product offering. Good job! I recommend the course to anyone interested in satisfying the customer."

Mark Clemons, Senior Manager, Market Research, CHRYSLER GROUP LLC



CHRYSLER GROUP, LLC

“The course has introduced a very logical process for predicting the future of the market and customers’ requirements. It will change my framework for approaching, recognizing and solving issues. I would absolutely recommend it to others.”

*Joseph Veltri,
Director of Marketing,
Body-On-Frame Vehicles*

NORTHROP GRUMMAN, CORP

“Since November of 2013, Northrop Grumman has been investigating GTI and its Strategic Innovation methodology. Thus far, all of the conducted pilot projects in the area of business development have met or exceeded our success requirements.”

*Rufus Shockley,
Director, Strategic Sourcing
NG Information Systems*

THE POWER OF GTI BENEFITED MANY ORGANIZATIONS



“General Theory of Innovation addresses several areas that are never considered in the industry, in my experience. Well done! One of the best courses I’ve ever had. I highly recommend it. This will permanently change the way I work.”

James Sutton, Systems Engineer Principal, LOCKHEED MARTIN, Corp.

INFORMATION ABOUT THE SEMINAR

SEMINAR LEADER



The Seminar will be led by Greg Yezersky. He is the creator of General Theory of Innovation and president of the Institute of Professional Innovators. Since 1983, Greg has conducted hundreds of seminars on the subject worldwide, taught thousands of students, and consulted for many Fortune 500 companies. Greg has been a guest lecturer on the subject of innovation at the UofM (Dearborn) since 2003.

SEMINAR VENUE AND FEES

1. Date: February 9, 2016
2. Time: 8AM - 4PM, EST
3. Location: Davenport University Livonia Campus; 19499 Victor Pkwy. Livonia, MI 48152
4. Price Packages:
 - Individual - \$1,500.00
 - Team (3 or more) - \$1,200.00 per person
5. Cancellation: one week prior to the seminar - full refund.
6. If you dislike the program, let us know and immediately get back 110% of your tuition fee.

SEMINAR AGENDA

PART 1. INTRODUCTION (8:00—9:00)

- The Challenge of sustaining growth
- The fundamental Root Cause of growth stall
- Solution: science of innovation

PART 2. FORECASTING THE FUTURE OF MARKET'S NEEDS (9:00—12:00)

- The logic of the evolution of products and services
- 9 major Evolutionary Patterns
- Workshop

LUNCH BREAK (12:00—12:30)

PART 3. CREATING STRATEGIC ADVANTAGE (12:30 - 3:45)

- Major concepts
- Design for Advantage™ methodology
- 6 Strategies of identifying strategic opportunities

• Workshop

PART 4. CONCLUSION (3:45)

- Next steps
- Questions and answers

Seating is limited. To ensure your attendance, register today by calling +1.248.381.1491 or emailing to register@strategicinnovation.com. We look forward to your participation in this ground-breaking event!

