“79% of 1500 respondents ranked Innovation as either the Top-Most priority or Top-Three priority at their company”

– BCG’s report on The Most Innovative Companies, 2015

2016 Mastering Value Innovation Workshops

You’ll learn:
• How to identify your Most Important Customers (If you are a B2B company, they are probably not your direct customers)
• How to uncover your Most Important Customers’ unmet needs
• What you need to do to deliver exceptional value to your Most Important Customers
• Your best options on “How” to deliver that value

Workshop History
The first custom Workshop was delivered to Halliburton in June, 2002. The first public 2-Day Workshop was delivered in Singapore in November, 2005. Since then over 100 workshops have been delivered in 12 countries on 4 continents.

Every attendee will receive a copy of Value Innovation Works, published in 2012.

Value Innovation Process is a trademark of Value Innovations, Inc.
Who, What, and Why Attend?

Why Attend?

- Learn how to:
  - Take your business to the next level
  - Grow with confidence
  - Transform a commodity into a breakthrough
- Understand how to manage the Front End of Innovation
- Stop poor quality projects entering your project portfolio
- Network with other Value Innovators and business owners

Why should Attend?

- "C" level executives and Managing Directors
- Small business owners (11-499 employees)
- Presidents and Vice Presidents
- Directors, Managers and Project Leaders
- Industry, government and education leaders and decision makers in all functional areas

Who will benefit?

- Any organization of any size
- For profits and not for profits
- Manufacturing or services based organizations
- Federal, state or local government agency
- Associations
- Small Businesses
- Universities, schools and school boards, etc.

What Will You Learn?

- How to grow your business with confidence
- How to use the Value Innovation Process
- How to deliver exceptional value
- How to develop a Value Chain
- How to identify the Most Important Customer
- How to develop and use Value Curves with Metrics
- How to uncover unmet needs
- How Value Innovation companies achieve success
- …and much, much more

Guaranteed Results:

You will leave highly energized and confident you can introduce the process and tools when you return to the office. If you don’t, we’ll give you a full refund!

For More Information:

Visit our website (www.valueinnovations.com) and join the “Value Innovations” and “Small Business Network: Using the Value Innovation Process to drive Growth” Groups on LinkedIn

Workshop Leader

Richard (‘Dick’) Lee
Value Innovation Black Belt, Small Business Champion and Fulbright Academy Member.

Dick has managed, and had full P&L responsibility for, operating units of Fortune 500 Companies and led R&D organizations. He served as Vice President, Strategic Business Operations, Johns Manville Corporation [1988-1992]; Vice President R&D for Pharmaseal, a division of American Hospital Supply and subsequently Baxter Healthcare Corporation [1985-1988]; Vice President, Onan Corporation and General Manager, Elgar Corporation (McGraw Edison Corporation) [1982-1985]; Vice President and General Manager, the Portable Battery Division of Gould Inc [1977-1982]; and Manager, Vehicle Emission Control R&D, UOP Inc. [1972-1977].

Dick Lee is CEO and Chief Innovation Officer of Value Innovations, Inc. (VI). VI was incorporated as a Chapter C company in Colorado in August, 1999. VI helps its customers value innovate and drive sustainable, profitable growth through webinars, workshops and consulting services. VI has 14 team members and 20 partners in Canada, India, Serbia, UK and the USA.

Dick has managed more than 100 Value Innovation Workshops in Asia, Europe, South East Asia and North America; and led consulting projects for more than forty clients including: Alcan, Albany International, Arkema, Ashland Chemical, Beaulieu International Group, Bekaert, Brady, Cargill, Chevron, Ciba Corning Diagnostics, Exxon Research and Engineering, Gates Corporation, Goodyear Tire and Rubber Company, Honeywell, Johns Manville, Johnson Controls, KBR (an operating unit of Halliburton), Kennametal, Merck KGaA, Millipore, Mobil Oil Corporation, Nanophase, PG&E, Philip Morris USA, Procter and Gamble, Raychem, SAIC and Spectranetics.
The Value Innovation Process

The centerpiece of the workshop is the Value Innovation Process, (see below).

For Stage 3 and Large companies (>100 employees): Bolts onto the front end of your Phase-Gate, Stage-Gate or Agile Process. If you are a student of Eric Riess’s Lean Start Up, the Value Innovation Process will reduce cycle time and increase your success rates.

For Start Ups and Stage 2 companies (<100 employees): Helps you ask the questions you need to ask and understand the problems you need to solve….not how to make your idea work.

Each step is defined and enabling tools are described. Case Studies Include:

- American Vanguard (Stage 3; >30% of their associates have been trained)
- Ampex (invented a seminal technology, didn’t value innovate and closed its doors in 2008)
- Chevron (their IT group has completed 100 projects)
- Compassion International’s (Not-for-Profit) Water of Life (sold $5mm in one day)
- FoldedPak’s (Stage 2) ExpandOS (Amazon has required all TV manufacturers use ExpandOS)
- Hussmann (refrigerated cases)
- Nautilus (Sales increased 31% over prior year)
- Pharma Diagnostics, (Trained all associates and board members on the Value Innovation Process)
- Tesla Motors (The S P85D accelerates from 0-60mph in 3.1 seconds)
- RE/MAX International (the largest real estate company in the world)
- Samsung Electronics (the world’s largest technology company)
- Sherwin Williams (stock price increased 3x from 2009-2013)
- Thermo King
- Virgin Group
Build your own Workshop

CEOs and CTOs know their organizations must innovate

• Is Innovation a Top Priority in your organization?
• Do you have an Innovation Process that drives sustainable growth?
• Do you know “What” to do and “How” to do it?

1. What are we trying to accomplish?

2. How many workshops should be planned?  
   Are there several workshops (length - 2h, 4h, 1 day or 2 days) designed for different audiences?

3. With a headcount limit of 25, who should attend  
   (which functional areas? What level(s) in the organization (VP, director, manager)?

4. What content should be included in each Workshop?

5. What would be the best location for each Workshop?

6. What would be the best dates for each Workshop?

We are ready to help think through these questions and help you build a workshop or series of workshops that are designed to meet your objectives. Call us at +1-720-291-0758, for “free consultation.”
Attendees learn how to follow the process and use the Vi tools in a series of five breakout sessions over the two days - teams are challenged to transform a commodity to a breakthrough. They are amazed how close they come to what the company developed.

### Day 1: Start, 8:00am  End, 5:00pm

<table>
<thead>
<tr>
<th>VIP Step</th>
<th>Session/Subject</th>
<th>Book Chapter</th>
<th>Format*</th>
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<tbody>
<tr>
<td></td>
<td>Introduction and Success Stories</td>
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<td>PPT &amp; Discussion</td>
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<td>The Most Innovative Companies</td>
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<td>Discussion</td>
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<td>Define the Project</td>
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<td>Value Chains</td>
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<td>Introducing Aplicare – Who is their MIC?</td>
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<td>Breakout</td>
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<td>3</td>
<td>Value Curves with Metrics</td>
<td>4</td>
<td>PPT</td>
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<tr>
<td>3</td>
<td>RE/MAX International – Developing EoPs</td>
<td>4</td>
<td>PPT</td>
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<td>3</td>
<td>Aplicare – Develop VCs for the PA and HCP</td>
<td>4</td>
<td>Breakout</td>
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<tr>
<td>3</td>
<td>Value Curve Bonanza</td>
<td>4</td>
<td>Discussion</td>
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<tr>
<td>3</td>
<td>Slalom® Software to generate Value Curves</td>
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<td>Demo</td>
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<td>Virgin Group and Ampex: The difference between Innovation and Invention</td>
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<td>PPT</td>
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<td>Samsung Electronics – A Value Innovation Company</td>
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<td>Ends the day on a high</td>
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### Day 2: Start, 8:00am  End, 3:00pm

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<td>4, 6-7, 10</td>
<td>Contextual Interviewing</td>
<td>5, 7 &amp;10</td>
<td>PPT</td>
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<td>4</td>
<td>1st Round Instrument Template</td>
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<td>5</td>
<td>The 6 Questions</td>
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<td>PPT</td>
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<td>5</td>
<td>Aplicare – Develop “To Be” VC for the HCP</td>
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<td>Breakout</td>
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<td>8</td>
<td>Develop the Value Proposition</td>
<td>8</td>
<td>PPT</td>
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<td>9</td>
<td>Aplicare – How can we deliver the What?</td>
<td>9</td>
<td>Breakout</td>
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<td>Six Keys to enabling an Innovation Culture</td>
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<td>PPT</td>
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<td>Where can you go from here?</td>
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<td>Feedback</td>
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<td>Value Innovation: Passport to Value Creation</td>
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<td>The Value Innovation Process Assessment Tool</td>
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<td>Paper</td>
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*PPT = Presentation; Presentations, 45 minutes max, only one exception
Testimonials

“Recently, I had the opportunity to attend Value Innovations’ “Mastering Value Innovation” workshop. This well-crafted event was among the best 2 days of professional education I’ve experienced in years. Dick Lee’s mastery of the subject matter, excellent case studies and practical approach for product and service innovation equipped me to immediately apply the Vi methodology. I especially recommend “Mastering Value Innovation” to leaders in Strategy, Marketing or Product Development roles who need to facilitate customer-driven breakthrough thinking.”
Global Marketing Manager, Fortune 20 Company

“An excellent experience forcing you to look in the mirror and create customer centric approaches before deciding where to develop...guided by a very passionate speaker, Dick Lee”
VP, Fellowes Holdings BV

“We brought in Value Innovations Inc. to develop the materials for, and lead, three 2-Day Mastering Value Innovation Workshops with the leaders of Ingersoll Rand’s five business sectors: Two in Davidson, NC and one in Prague, Czech Republic. The goal was to increase the awareness of I-R’s leadership team in Value Innovation methodology and tools, how they are used to identify Blue Oceans and how, when used consistently, they dramatically improve an organization’s performance.”
Innovation Project Manager, Ingersoll-Rand

“The best workshop I’ve ever attended.”
CEO, American Vanguard, Sr. Director, Advanced Technology, Flextronics.

“Overall topic very interesting and useful. Good pace and content”
VP, Supply Chain Engineering and Innovation, Deutsche Post DHL IT Services GmbH

“I have had the opportunity to work with Value Innovations on multiple occasions and have found their approach to be the most industry relevant and practical of all the various innovation schools of thought that I have been exposed to. As a strategist with a deep technology background I have had the opportunity to explore a number of different approaches and products in the innovation arena and none have the level of maturity and applicability that I have seen in the VI work.”
Technology Strategy Director, Pearson

“Fantastically useful! I have so many nuggets to take back and implement immediately. Dynamic presenter! GREAT case studies and stories. Group activities to reinforce learning”
Global Product Line Manager, Planview