

# InnoLabs Group Service Directory for 2011



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# Products and Services



## InnoLab Consultants



Kai Yang



Jay Lee



Thomas Tang



Lake Min



Bart Huthwaite, Sr.



Donald Reinertsen



Sven Hansen



Paul Wright

# In-House Training

**Save Time.** In-house training offers your employees the convenience of training close to home, saving you time and minimizing disruption.

**Save Money.** The more people you train, the more money you save. Depending on the size of your group, the per-person tuition is usually less than our public seminar fees.

**Build Better Teams.** Teams that learn together perform better together and product innovation requires high performing, cross functional teams. In-house training offers consistent communication, collaborative discussions and interactive, hands-on exercises that build better teams.

**Get Personal.** The more personalized the training, the faster its adoption. Tailor any of our public seminars to fit your needs. In the privacy of your own organization, our instructors can focus in on your specific issues and move right to the heart of what you really want to discuss.

**It's Convenient.** Just let us know what works for you. We can deliver training with flexible scheduling – even on weekends, evenings or holidays - if that is what you need to equip your teams with the knowledge to win at product innovation.

## Some Successful Cases



Emerson Climate Technology TRZI & DFSS Project



BRANSON InnovationCUBE Project



AO Smith R&D Center DFMQ (Design for Manufacture and Quality)



Lenovo InnovationCUBE Project



Avery Dennison R&D Center DFSS Project



Shanghai Johnson TRIZ Project



Metrologic DFSS Project



Weidmuller DFSS Project



TRW QFD Project



APPLE DOE Project



Microsoft Resilient Leadership Project

# In-House Training

\* Below are our standard courses, and tailor-made courses are available upon request

RD Management	Timing
Supervisory Skills for R&D Leaders	2 days
Lean Product Development	2 days
Rapid Product Development Techniques	2 days
Practical Resilience	2-5 days
Innovation Management	Timing
QFD	2 days
Project Finance	2 days
Innovation Series	1-2 days
TRIZ	2 days
InnovationCUBE Leadership	1-2 days
Technological Management	Timing
MINITAB 15 Statistics Software	1 day
JMP Statistics Software	1 day
Crystal Ball	1 day
Basic Statistics	2 days
Statistics in Quality Improvement	1day
MSA:Measurement System Analysis	1day
Control Plan	1day
SPC: Statistics Process Control	1day
FMEA:Potential Failure Mode and Effects Analysis	1day
Pork Yako, Mistake-Proofing	2days
CA:Comparing Analysis	2days
SOV: Source Of Variance	2days
Basic DOE: Design Of Experiments	1day
RSM: Response surface Methodology	2days
Formulation & Mixture Design	2days

# In-House Training

Technological Management	Timing
Taguchi Design, Parameter Design	2days
DOE in Practice	2days
Customer Design of Experiments	2days
Analysis of Dose-Response Curves	1day
Monte Carlo Simulation	2days
Risk Evaluation and Market Forecast	2days
Robust Optimization & Tolerance Design	2days
Tolerance Design	2days
Basic Reliability Technology	2days
Reliability Analysis	2days
Reliability Engineering	2days
Reliability Testing	2days
Reliability Design	2days
Digital Six Sigma	2days
6Sigma GB	6days
6Sigma BB	20days
6Sigma DFSS	20days
8D	1day
Production Process Characterization	2days
Process or Product Monitoring and Control	2days
Product and Process Comparisons	2days
Power of Executing	1day
Quality Consciousness Training for New Staff	1day
Quality Consciousness Training	1day
Total Quality Management	1day
Basic Quality Concept	1day
Zero Defects Quality Management	1day
Time Management	1day

# InnovationCUBE

A simple, yet highly effective system of tools and references that help you and your team solve just about any product development challenge and guide difficult decision making. Whether you are trying to improve the customer value of your products and services or looking for a game changing business approach, the InnovationCUBE can help you focus your team to discover the best solutions. The CUBE can be used in any phase of your development cycle to reduce wastes, cut costs, guide project course corrections, uncover new profitable opportunities and address just about any issue in product development.

## InnovationCUBE Kit

The InnovationCUBE Kit is a “hands on” way to simplify innovation. It takes the mystery out. It makes innovation a repeatable method. You become the innovation expert. Think of the InnovationCUBE as a “Do-It-Yourself” package. “The breakthrough is how we have packaged the innovation learning and doing experience.” says Bart Huthwaite, Sr., Founder of the Institute. Organizations want innovation now. They want speed, low cost and quick results.



## InnovationCUBE Six Level

<b>Innovation Awareness</b>	<ul style="list-style-type: none"> <li>Know the three paths of knowledge that you must know to make an innovation happen.</li> <li>Recognize opportunities long before your competitors awaken</li> </ul>	<ul style="list-style-type: none"> <li>Sharpen your “Outsight,” a little known, yet powerful technique for increasing innovation awareness and mindset.</li> <li>Learn the InnovationCUBE system, a step-by-step way to create breakthrough ideas.</li> </ul>
<b>Innovation Leadership</b>	<ul style="list-style-type: none"> <li>Coach your group in the fundamentals of innovation</li> <li>Give your team guidance in the real “how to” of creating innovative products, processes and strategies.</li> </ul>	<ul style="list-style-type: none"> <li>Know how to launch, conduct and sustain an innovation effort from Day One</li> <li>Know the “fatal leadership flaws” to avoid</li> <li>Know how to get and keep management support of your innovation effort</li> </ul>
<b>Innovation for Project Teams</b>	<ul style="list-style-type: none"> <li>Surface hidden agendas and other obstacles on Day One</li> <li>Get your entire project on the same bus and all heading in the same direction</li> </ul>	<ul style="list-style-type: none"> <li>Clarify boundaries and hurdles standing in the way of your success</li> <li>Coach your project team in the InnovationCUBE system, a six step way to create your project strategy</li> </ul>
<b>Innovation for Marketing</b>	<ul style="list-style-type: none"> <li>Use the “Rule of the Green Banana”, a way to spot new market niches early.</li> <li>Apply the InnovationCUBE “Shark Chart,” a way to predict where the marketplace, technology and your competition is headed.</li> </ul>	<ul style="list-style-type: none"> <li>Hone the practices of “Insight,” the technique that will enable you to create new, fast growth, highly profitable products and services</li> <li>Go beyond your “Customer’s Voice” to hear unspoken customer and non-customer wants.</li> </ul>
<b>Innovation for Design</b>	<ul style="list-style-type: none"> <li>Reduce cost at the early design concept stage, long before your product even gets to the prototype stage</li> <li>Simplify your product architecture for lower cost and better quality</li> </ul>	<ul style="list-style-type: none"> <li>Know when—and when not to—modularize your product</li> <li>Know how to both reduce part count and process steps</li> <li>Simplify assembly and disassembly</li> </ul>
<b>DFMQ</b>	<ul style="list-style-type: none"> <li>How to include the customers, suppliers and other stakeholders in your design equation.</li> <li>How to apply the universal DFMQ engineering equation. This is the fundamental formula for assuring outstanding product success.</li> </ul>	<ul style="list-style-type: none"> <li>How to use the DFMQ measurement system to analyze problems with current (and competitor) designs. How to use this measurement system to compare alternate design solutions to assure the best decisions.</li> </ul>

# InnovationCUBE E?

## InnovationCUBE Fee Structure

	Training Days	No.of Participants	Fee (RMB)	IP Fee (incl. material)	Trainer
Public Training	1	40 Max	RMB 5982 / 2 pax	RMB 4016 / 2 sets (ICK User Kit)	InnovationCUBE Founder
	1	40 Max	RMB 3982 / 2 pax	RMB 4016 / 2 sets (ICK User Kit)	Certified trainer
In House Training	1-2	18-24	RMB 30,000/day	RMB 6775 / Set (for 6 people use)	InnovationCUBE Founder
	1-2	18-24	RMB 25,000/day	RMB 6775 / Set (for 6 people use)	Certified trainer

## Photo Gallery



# Public Training

The customers will be provided with a fundamental but systematic course framework through various learning session, meaningful games, group discussion, simulation case study and other diversified interactive learning activities.

The topics cover DFSS, TRIZ and all aspects involved in innovation management.

Majority of the topics are exclusively introduced and developed by InnoLab, which holds the top leading position in the market.

2011 Public Training Calendar														
Topic	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Days	Fee
InnovationCUBE	BJ	SZ		SH		TJ		NJ		SH		BJ	1	7998 / 2
Lean PD			SH										2	12998
R.P.D.T			SH										2	12998
RD Leadership			BJ							SH			2	6000
TRIZ				BJ				SH					2	6000
DOE	SH				SZ				TJ			BJ	2	6000
N.P Economics						SH							2	9998
RD Director Forum					SH						BJ		1	2998
Practical Resilience						BJ					SH		2	7998

## Photo Gallery



# Event Management Service

Our event management service is that we cover everything from A to Z, event planning, event organisation, designing, sponsorship search, entertainment, stages, AV, lighting, sound, catering, venue selection, transportation, Invitation & VIP Service, and other event management related services...

## Our successful cases

### Automotive Innovation Summit 2008

December 13 – 15, 2007

For more information, please visit

[www.autoinnovation.com.cn](http://www.autoinnovation.com.cn)



### Lean Summit

18 – 19, September 2008

For more information, please visit

[www.leanchina.org](http://www.leanchina.org)



### Establishment Conference & Forum of Global Automotive Executive Council

20 April 2009

For more information, please visit

[www.uscae.org](http://www.uscae.org)



# Research & Publications



Research & Publications: a growing collection of case studies, presentations, research reports and other resources focusing on product development, R&D, and innovation management. These concise reports provide practitioner insights, company examples, benchmarks and thought-leading viewpoints.

From the cutting-edge, effective product development and innovation practices. For example, you will learn:

- How implementing low or even no cost lean techniques in product development can start generating significant payback in a matter of weeks
- How the **Want, Find, Get, Manage** framework provides the structure to transform **Open Innovation** from a hit or miss business curiosity to a disciplined system for introducing a stream of successful new products
- How to uncover what customers really want and what they are willing to buy
- How applying techniques from agile software development techniques can have powerful benefits for developers of physical products
- How to deliver better business results by focusing efforts on the best projects and reducing effort spent on weak projects
- and much more...

## Below are the samples of research and publications:

Topic	Category
Special Report on RD&E and Innovation in China	Global Product Development
Managing International Projects	Global Product Development
Technology and Strategy Road mapping Implementation Kit	Innovation and Ideation
Technology Scouting: Going “Outside” for Rapid Innovation	Innovation and Ideation
Procter & Gamble’s Process for Open Innovation: Communication, Triage and Review	Co-Development and Alliance Management
Special Report on Open Innovation Practices	Co-Development and Alliance Management
Product Development Metrics Handbook	Metrics
Measuring the Value of Open Innovation – a Cisco Case Study	Metrics
Design for Uncertainty	Speed and Agility
Fast and Flexible Development Insights from Harvard Business School	Speed and Agility
Talk to your CFO: How to Justify New Product Investments	Pipeline and Portfolio Management
WARNING: Annual Planning May Be Hazardous to Your Product Development Health	Pipeline and Portfolio Management
Special Report on Lean Product Development Practice	Lean Product Development
The Impact of Lean Thinking: An Interview with Donald Reinertsen	Lean Product Development
Insights from General Motors: Balancing VOC with Engineering Creativity and Business Needs	Voice of the Customers
Applying Virtual Customer Methods: VOC Insights from M.I.T.	Voice of the Customers

# Live/Recorded Audio Sessions



Audio Sessions: a growing collection of case studies, presentations in live and recorded format focusing on product development, R&D, and innovation management. These concise audio sessions provide practitioner insights, company examples, benchmarks and thought-leading viewpoints.

You will get How-to's and advice from top practitioners and experts such as:

- Dr. Robert Cooper ("father" of the Stage-Gate TM product innovation system)
- Donald Reinertsen (time-to-market pioneer and leading expert on lean product development)
- Bradford L. Goldense (the foremost expert on product development and R&D metrics)
- Dr. Gene Slowinski (leading expert on alliance management and co-development)
- and dozens more...

## Below are the samples of audio sessions

### Topic

Lean Development: How to apply lean principles in different development

IP Protection and Open Source Licensing for Innovation:  
What You Should Know and Do - Before Inking the Deal

Bringing the Value of Lean to Product Development

Creating a Dedicated Alliance Management Office

Outsourcing Innovation: Leveraging External Sources to Drive Internal Growth

Cisco's Top Six Checkpoints for Mutually Profitable Partnerships

Managing Customer Requirements in Volatile Environments

The Toolbox for High Speed Innovation and NPD

7 Keys to Avoiding the Traps that Annual Planning Sets for Product Development

Selection Criteria for Global Projects

Global Products, Global VOC: Translating Customer Needs Around the World

Effective Joint Development Agreements (JDAs) - How to Structure CoDev Alliances for Success

Niches vs. Footholds: Breaking Tradeoffs to Accelerate Growth

Design for Uncertainty

# Partners

## The Huthwaite Innovation Institute



The Huthwaite Innovation Institute helps enterprises worldwide develop innovative products, services and business systems and models using the InnovationCUBE™. It does this through on-site workshops, conferences, project lifecycle coaching, and innovation leadership training. The Institute will work with your enterprise to improve affordability and culture to reproduce your successes across the enterprise. The Institute's guiding philosophy is that innovation is no mystery. It is learnable and repeatable.

## Management Roundtable



**The Management Roundtable** (MRT) is the leading knowledge and networking resource for product developers. Practitioner-oriented and unbiased, our focus is on providing actionable information about new strategies and processes that enable speed, innovation, profitability, and overall competitive advantage.

Founded in 1980, Management Roundtable publishes research reports and hosts events on key areas of product development. FastTrack was launched in 2004 (originally as Knowledge Roundtable) to provide continuous, unlimited access to new insights and networking opportunities.

## The Resilience Institute



RESILIENCE integrates corporate wellbeing, stress mastery, emotional intelligence, cognitive discipline, neurobiology and leadership. Resilience underpins leadership and work in modern organisations dealing with the turbulence.

The Resilience Institute, in partnership with senior management, works with organisations (of all sizes and from all industries and geographies) to create sustainable high-performance.

*We believe that an organisation's Resilience is a direct function of the resilience of its human capital; first and foremost that of the executive team and of its board, but ultimately that of the entire workforce.*

Resilience is a critical personal competency for individuals who want to re-ignite their careers, succeed under sustained pressure; recover quickly from work, health or relationship setbacks and to remain on course to fulfill their life goals. Equally, Resilience is now a key strategic competence for organisations to attract, motivate, develop, nurture and retain great people.

The growth and development of the Resilience Institute's thinking is maintained through disciplined research. In particular, the constant review and assessment of the stream of exciting developments in preventative medicine, psychology, the brain sciences, systems theory, leadership and integral practices.

# Our Clients

They Choose InnoLabs Group:



Where **Innovation** Comes Together !

## InnoLabs Group

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