

# Systematic Innovation Workshop

## One Day Intensive Course



**Objective:** Educate cross-functional teams in the techniques of systematic innovation method for manufacturability, affordability, useability, maintainability and other attributes to increase Company's bottom line up and top line growth. This workshop to be conducted using an actual Company project. The workshop consists of:

### 1. InnovationCUBE Team Member Kits. Each kit includes

- I Individual team member kits with User Guide, CUBE work templates, Value & Waste Wheels, instructional CD, InnovationCUBE Cardboard, "Rules of Innovation" book and other materials to enable the user to understand, apply, and capture the benefits of his innovation thinking as a project moves forward.
- I A Train-the-Trainer Leadership Kit with the InnovationCUBE Leadership Guide, the digital version of the InnovationCUBE on a USB memory stick, as well as other material to enable the leader to educate, motivate, and challenge the team.
- I Individual license to apply the InnovationCUBE process, copyrighted materials to the Company project.

### 2. Training & Certification (Optional)

- I This workshop will be conducted by Thomas Tang. Alpha Level Certificates will be awarded to those who successfully complete the full two-day course and Beta Level Certificates will be awarded to those who successfully complete the 3rd day Train-the-Trainer course.

### Characteristics of a successful InnovationCUBE workshop:

|                          |   |
|--------------------------|---|
| 1. Limited Scope         | Product should be manageable for a one-day workshop. For example, select a sub-system, not an entire system or product line.  |
| 2. Participant Knowledge | Participants should have a basic understanding of the product's functionality and the entire end-to-end value chain, from supply chain to marketing.  |
| 3. Immediate Benefits    | Product should offer opportunities for immediate cost reduction, quality improvement, and better customer value, such as installability, maintainability, etc. Improvement opportunities should be both internal and external.                  |
| 4. Transferable Learning | The InnovationCUBE is a learning-doing experience. Product solutions should offer clear applicability to other products. Knowledge acquired should be transferable.   |
| 5. Sustainable           | The InnovationCUBE workshop will start the product improvement process by creating a framework for both understanding the problems and finding solutions. The CUBE system gives the product team a way to continue their journey to completion. |

### Room Layout:

1. Each team should have their own table with enough room to spread out the InnovationCUBE cardboard, User Guide books, and other materials.
2. Each team should have their own flipchart with bold black, blue & red markers
3. Each team member should have at least one pack of 3" x 3" yellow post-it notes.
4. Computer projector
5. Table in front with flip chart and markers for the workshop facilitator.

## Key Take-Aways

- | **Master** practical techniques, tools and methods to apply the InnovationCUBE method to any project.
- | **Learn** how to answer the most asked questions (FAQ) about innovation.
- | **Create** your own portfolio of stories and examples to illustrate key points in the InnovationCUBE method.
- | **Learn** techniques that will optimize team members participation and success.

## How to Introduce the InnovationCUBE

- | How to explain the dynamics of innovation.
- | How to use the CUBE to bring a higher level of innovation to any product, process, system or strategy.
- | Check list for a world class breakthrough Business Model
- | Apple iPod Example: A Breakthrough BMI Success

## How to Calibrate a Project Team's Challenge

- | How to make "stakeholders" part of the solution to prevent them from becoming part of the problem.
- | How to communicate the Three Sharks of Constant Change "Shark Chart" and how to use it to advantage.
- | How to use the InnovationCUBE to develop your Multi Generation Product Plan.
- | How to use the Three Sharks of Change to find new opportunities for old products.
- | How to use Boundaries & Hurdles technique to build understanding and avoid blind alleys.

## How to Help a Project Team to Find New Ways to Deliver New Value

- | The Eight Core Values all customers seek in a system, process, service or product.
- | How to use the Eight Values as a starting point to assure 360 degree success.
- | How to discover unspoken customer values. Why only listening to the voice of the customer (VOC) can be dangerous.
- | How to create a new market category and quickly dominate it with your brand.
- | Gillette Example: An Incremental business model innovation success

## How to Spot the Seven Enemies of Value

- | The seven kinds of solutions that create high cost, poor quality and slow time to market.
- | How to analyze your current products, and those of your competitors to measure the potential for reducing these creators of waste.
- | How to analyze your competitor's products for customer advantage.
- | Chrysler Mini-Van Example: A Platform Extension success.

## How to Explain How to Combine Foresight, Hindsight and Outsight to Achieve Greater "Insight"

- | How to use the CUBE's "Three Sight" tools to discover new BMI values.
- | The Five Elements that make up all value
- | How to break things apart to find new ideas.
- | Leveraging the Five Elements Matrix to systematically find new solutions.
- | Flip Video Example: Functional Elimination InnovationCUBE technique.

## How to Apply the Eight Basic Innovation Tactics

- | How to make sure a project team has discovered the optimum innovation opportunities.
- | How to use the CUBE for "Set Based Design".
- | Showing a project team the "how to" of measuring their level of innovative exploration.
- | How to "bundle" ideas into workable solutions.
- | White Out Product Example: An InnovationCUBE Integration technique

## How to Measure & Store Solutions

- | How to compare new solutions against "current state" baselines.
- | How to make side-by-side comparisons.
- | How to quickly "screen" many innovations to find the best.
- | How to create a measurement system that goes well beyond "Cost, Schedule & Technical Performance."
- | The Rules of BMI measurement

## Wrap-Up

- | Summary and Feed Back

### Cost:

1. InnovationCUBE © Kit (including 1 Leader Kit, and 5 User Kits) RMB 6,775 / Set  
A minimum of three sets of InnovationCUBE © Kits are required to use in the training
  2. Trainer Fee (Language: Chinese) RMB 25,000/Day
- (Travel expenses to be in addition to above)