



Strategy  Innovation
Special Management Program | Kaihan Krippendorff

October 21, New York, NY | October 30, Miami, FL

DESIGN | STRATEGY | PROCESS

strategic creativity™



Strategy  Innovation
A One-Day Workshop

Personally delivered by Kaihan Krippendorff,
author of three top-selling business books including
“The Way of Innovation”



Innovation is not an option — it is a fundamental requisite of survival. Throughout history, innovative societies have dominated their less-creative rivals. The ability to innovate has determined life and death, dominance and subservience, winning and losing for as long as man has been concerned with such things.

It continues today. The ability to innovate determines which companies will dominate their competition. Our proprietary research shows that the companies that have created the greatest value, that outperform their peers for any meaningful time span, almost always do so by adopting an innovation more quickly and more completely than their competitors.





















Is there a winning innovation you have not yet considered?

Based on a proprietary methodology being adopted by an expanding base of leading firms — including Microsoft, Wal-Mart, and

Johnson & Johnson — this one-day workshop is designed to build each participant’s skill at launching new innovations. It trains participants in a set of immediately applicable tools including:

- The seven “strategic plays” that most often trigger prolonged breakthrough performance,
- The five phases innovations pass through as they travel from idea to reality
- Seven “language tools” for enrolling key stakeholders in an innovation
- The three fundamental sources of sustained competitive advantage
- Five steps to establishing the foundation of discontent from which great innovations are born
- Using the “OODA” loop to innovate more quickly than the competition

PARTIAL CLIENT LIST

- | | | |
|---|---|---|
|  Microsoft |  Pfizer |  Tradestation Group |
|  Wal-Mart |  Fidelity Investments |  The Entrepreneurs Organization (EO) |
|  Johnson & Johnson |  Hewlett Packard |  The Young Presidents Organization (YPO) |
|  Colgate-Palmolive |  Securities Industry Institute (SII) |  Medtronic |
|  Ryder |  Keiser University |  Right Management |
|  Wharton Executive Education |  Laboratorios Stein |  Seacoast National Bank |
|  MarketFactory |  Empresas Polar |  Abiomed |



As the son of Bangladeshi and German parents, Kaihan blends Eastern and Western traditions to generate new insights and tools. He earned his MBA from Columbia Business School and London Business School, his BSE in Finance from the University of Pennsylvania's Wharton School, and his BSE in Engineering from the University of Pennsylvania's School of Engineering. He now lives with his wife and two children in New York.

KAIHAN KRIPPENDORFF

PARTICIPANT AND CLIENT COMMENTS

"Kaihan's book is noteworthy in showing that with a compelling idea anyone, regardless of class or wealth or education, can change the world."

– Nobel Prize winner, Mohammad Yunus, founder of Grameen Bank

"Kaihan is a fresh mind in the world of strategy and innovation. He is increasingly sought after by companies seeking uncommon insights and fresh ideas for seizing competitive advantages."

– David Henry, Senior Director, Global Business Intelligence & Strategy, Burger King

"Krippendorff has provided the primer for individuals who aspire to higher levels of leadership."

– Shannon Wallis, Global Director, Leadership Programs, Microsoft

"Kaihan is a new style strategy teacher - one of innovation, creativity, and most importantly practicality."

– Melinda Large, Regional Director- People, Wal-Mart

"Unlike other strategy gurus, he transforms the complex into simple, understandable concepts one can immediately apply."

– Hector Aguilar, HR Regional Business Partner, GE Latin America

PROGRAM AGENDA

9:00 – 9:45 THE INNOVATION CYCLE

We will first build a foundation of understanding, by stepping through the entire cycle that innovation passes through, identifying the key barriers innovators face as they guide ideas into realization and the pivotal underlying principles that determine success. Topics covered include:

- **The three dimensions of innovation** – the importance of thinking beyond product or marketing innovation
- **Pattern-recognition** – how to tap our natural “pattern-based” problem-solving approach to unlock unorthodox strategies
- **Discontent** – understanding the critical prerequisites of major innovations
- **Imagination** – using patterns to generate more strategic options than your competition
- **Disruption** – how even small decisions can become strategic and disruptive
- **Considering “crazy” ideas** – not discounting those fantastic ideas just because they’re not ordinary
- **Rapidly analyzing ideas** – using analytical approaches to quickly validate strategies before executing them
- **Enrollment** – how to identify key stakeholders and align them with your innovation
- **Break-out** – reaching the tipping point and managing new competitive threats
- **Consolidation** – the three fundamental sources of sustainable competitive advantage and how to build them around your innovation

9:45 – 10:45 CASE APPLICATION

We will then apply the methodology and tools covered so far to a real-world business case in order to bring the methodology to light. We will cycle through the key steps of the process covering the following topics:

- **Challenge definition** – establish a clear, concise articulation of a challenge in a way that opens up strategic creativity
- **The seven most powerful openings** - and how these apply to your business
- **Prioritization matrix** – rapidly mapping the options in a way that helps you distinguish the highest potential opportunities

10:45 – 11:00 BREAK

11:00 – 12:30 PERSONAL APPLICATION

We will then apply what we have learned to a real-world business case to bring the methodology to light. We will cycle through the key steps of the process resulting in the following deliverables:

- **Challenge definition** – a clear, concise articulation of a critical challenge your business faces today including your situation, trajectory, long-term vision, near-term vision, and key metrics by which you define success
- **Playbook**– asking four questions to create a personalized playbook of 6-10 highest-potential openings for brainstorming
- **Options** – a list of 30 to 50 innovative ideas for solving your specific business challenge, and overtaking your competition, with greater ease

PROGRAM AGENDA (cont.)

12:30 – 1:30 LUNCH


1:30 – 4:00 PERSONAL APPLICATION (cont.)

We continue generating strategic options to a real-world business challenge. This deepens your understanding of the stratagems as you absorb their patterns subconsciously. We complete the cycle through the key steps of the process resulting in the following deliverables:

- **Options** – a list of 50 to 150 innovative ideas for solving your specific business challenge with greater ease
- **Prioritization matrix** – a map of your options that helps you rapidly focus on a manageable set of strategic options to execute or validate
- **10 priority ideas** – from the map you will identify the ten highest-potential strategies, those that you can execute with the greatest ease and that have the greatest chance of disrupting your competition
- **Strategies to unblock resistance** - you will identify which of the seven possible sources of resistance are most critical and devise a plan to preempt them
- **Action plan** – finally you will have a clear, manageable action plan for validating the top-priority strategies and begin their transformation from “idea into reality”

ABOUT KAIHAN KRIPPENDORFF

Strategist, former McKinsey consultant, and author of three business strategy books – *The Way of Innovation*, *The Art of the Advantage*, and *Hide a Dagger Behind Your Smile* – Kaihan Krippendorff has studied strategic innovation for over a decade.

Kaihan works regularly with large and medium-sized corporations such as Microsoft, J&J, Wal-Mart, and Fidelity Investments to design bold and innovative growth strategies. He also delivers key-note speeches across the U.S., Europe, Asia, and Latin America and lectures regularly at business schools including Wharton and MIT Sloan. 

DATE: October 21, 2008 | New York, NY

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DATE: October 30, 2008 | Miami, FL

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