



New products and services + service business models + organisation strategies

2 day workshop

Thursday and Friday March 21-22, 2013

The Danish Technological Institute – Copenhagen

■ – **LEAD of the workshops** is partner Soren Kaplan, Innovation Point, USA – one of the world's leading experts on service business models.

Workshop #1

OBJECTIVES:

- Gain insights into emerging trends in service business innovation
- Learn from examples of small and large companies that have used product and service innovation for business growth
- Obtain and apply practical tools and templates to identify new services for your own business

Workshop #2

OBJECTIVES:

- Understand the greatest organizational challenges with product and service innovation
- Learn about best practices and tools for leading product and service innovation
- Gain practical feedback from peers and the workshop leader on your specific challenges and opportunities



New products and services + service business models + organisation strategies

2 day workshop

WORKSHOP 1#

Creating New Products and Services and Service Business Models for Growth

Overview:

Services make up 75% of the global economy. As products and technologies become commodities faster than ever before, companies across all industries are experiencing increasing competition and shrinking profit margins. Competitive differentiation and business growth rely more and more on services and service business models, not just from standalone products. So how do you create the types of new service strategies and business models that lead to growth and competitive advantage? This interactive workshop provides an overview of the service innovation trends, business models, and tools that anyone can use to take their company to the next level.

WORKSHOP #2

Organizational Strategies for Product and Service Innovation

Overview:

As service innovation becomes increasingly important for competitive differentiation and business growth, companies must learn to adapt to the new organizational requirements for creating and delivering new service business models. So how do you best engage customers in the product and service innovation process and lead the development of new services within your organization? This interactive workshop provides an overview of the essential strategies and tools for leading service innovation both inside and outside the organization.

LEAD of the workshops. Partner Soren Kaplan, Innovation Point – will share how some of the best companies in the US take charge, practically speaking, of handling the commodity trap challenge to business growth.

What take-aways do you want to bring with you home?

Send questions in advance to senior consultant Mads H. Odgaard (mod@teknologisk.dk).



Gain insights into emerging trends in service business innovation.

Learn from examples of small and large global companies that have used product and service innovation for business growth.

Understand the greatest organizational challenges with service business models and product and service innovation.

The DTI will continue to focus on the opportunities and challenges associated with service business models, product and service innovation and organizational challenges – through consultancy, network activities, workshops and conferences – every time in a co-operation with international expert partners.



The workshop
language is
English

Practical information

THE 2 DAY WORKSHOP IS RELEVANT TO:

R&D Manager, Sales and Marketing Managers, HR Managers, IT Managers, COOs, CFOs, CEOs and personnel involved in business development in manufacturing companies and service companies.

The workshop language is English.

Date & Venue:

Thursday and Friday, March 21-22, 08.00 am – 05.00 pm

Center for Ideas & Innovation, the Danish Technological Institute, Building 1, Gregersensvej 3, 2630 Taastrup, Denmark.

Rate:

3.995,- DKK per participant (ex. VAT). The price includes catering and materials.

Send more, save more:

10 % off the standard, rate group of 2 and more.

Number of participants/number of people in each group:

A maximum number of participants has been set to 40. During group work each group will consist of 8 people + 1 facilitator.

How to sign up:

Phone 7220 2754

www.teknologisk.dk/kurser/k45009

E-mail til: her@teknologisk.dk.

Cancellation policy:

Cancellations must be in writing and must be received by the DTI prior to 14 business days before the start of the event. Upon receipt of a timely cancellation notice, 15 % of the rate must be paid. 14 days before the start of the event the full rate must be paid. In case you cannot participate yourself in the event, you can send a replacement instead.

For more information:

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Program

Workshop #1

Creating New Products and Services and Service Business Models for Growth – Thursday, Marche 21

8:00-8:30	Registration & Coffee
8:30-8:45	Welcome & Overview <ul style="list-style-type: none">• Welcome and overview of objectives, process, and goals of the workshop
8:45-9:15	Speed Networking <ul style="list-style-type: none">• Fast paced networking activity to prepare participants for the session
9:15-9:45	Trends & Opportunities in Product and Service Innovation & Business Models (Presentation) <ul style="list-style-type: none">• The challenges of product & technology based business models• Key trends in service innovation vs. product innovation• Key trends in service business models
9:45-10:30	Working Session: Trend Hunting <ul style="list-style-type: none">• Groups identify product and service innovation and business model trends in their own industries and markets – what have competitors done and what are customers purchasing (30 minute working session, 15 minute report-outs & discussion)
10:30-10:45	Break
10:45-11:15	Servicize Your Offerings (Presentation) <ul style="list-style-type: none">• Presentation focusing on Services Business Models focused on Time, Availability, and Format• Danish Case Example• Share “Opportunity Development Template” to use for all remaining working sessions• Participants capture ideas on template
11:15-12:15	Working Session: Servicize Your Offerings <ul style="list-style-type: none">• Participants share their ideas for ways to servicize existing offerings (45 minute working session, 30 minute report-outs & discussion)
12:15-1:15	Lunch
1:15-2:00	Expand Your Offerings (Presentation) <ul style="list-style-type: none">• Presentation focusing on Services Business Models focused on Adjacencies, Experiences, & Solutions• Danish Case Example• Participants capture ideas on template
2:00-3:15	Working Session: Expand Your Offerings <ul style="list-style-type: none">• Participants share their ideas for ways to servicize existing products (45 minute working session, 30 minute report-outs & discussion)
3:15-3:30	Break
3:30-3:45	Digitize Your Offering (Presentation) <ul style="list-style-type: none">• Presentation focusing on Services Business Models focused on Virtualizing, Mobilizing, and Aggregating• Danish Case Example• Participants capture ideas on template
3:45-4:45	Working Session: Digitize Your Offering <ul style="list-style-type: none">• Participants share their ideas for ways to servicize existing products (40 minute working session, 20 minute report-outs & discussion)
4:45-5:00	Closing Remarks <ul style="list-style-type: none">• Debrief and closing remarks

Program

Workshop #2

Organizational Strategies for Product and Service Innovation – Friday, March 22

8:00-8:30	Registration & Coffee
8:30-8:45	Welcome & Overview <ul style="list-style-type: none">• Welcome and overview of objectives, process, and goals of the workshop
8:45-9:15	Speed Networking <ul style="list-style-type: none">• Fast paced networking activity to prepare participants for the session
9:15-9:45	Organizational Strategies for Product and Service Innovation & Business Models (Presentation) <ul style="list-style-type: none">• The challenges of product and service innovation and business models• Organizational strategies
9:45-10:30	Working Session: Organizational Success Factors & Challenges <ul style="list-style-type: none">• Groups discuss their experiences with product and service innovation and their specific organizational success factors and challenges (30 minute working session, 15 minute report-outs & discussion)
10:30-10:45	Break
10:45-11:15	The Service Innovation Process (Presentation) <ul style="list-style-type: none">• Presentation focusing on the unique qualities of the service innovation process• Danish Case Example
11:15-12:30	Working Session: Journey Maps & Touch Points <ul style="list-style-type: none">• Pair teams outline their existing product touch points and create a journey map that extends to the pre- and post- product experience (60 minute working session, 30 minute report-outs & discussion)
12:30-1:30	Lunch
1:30-1:45	Customer Co-Creation & Open Innovation (Presentation) <ul style="list-style-type: none">• Presentation on Customer Co-Creation and Open Innovation for identifying and delivering new products and services and experiences• Participants capture ideas on template
1:45-3:00	Working Session: Customer Co-Creation & Open Innovation <ul style="list-style-type: none">• Participants share ideas for how to engage customers in the innovation process using template (40 minute working session, 20 minute report-outs & discussion)
3:00-3:30	Break
3:30-3:45	Organizational Alignment for Product and Service Innovation (Presentation) <ul style="list-style-type: none">• Presentation focusing on the importance of engaging different business functions and external partners in product and service innovation development and delivery• Describe the shifts in roles for Sales, R&D, HR, IT, Legal, and Finance• Provide “business case” template• Danish Case Example
3:45-4:45	Working Session: Organizational Alignment for Product and Service Innovation <ul style="list-style-type: none">• Participants identify the key internal and external stakeholders for service development and delivery (45 minute working session, 30 minute report-outs & discussion)• Participants customize business case template
4:45-5:00	Closing Remarks <ul style="list-style-type: none">• Debrief and closing remarks
