

## Subject: Accelerating Success -- The Newsletter for Strategic Innovators

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Celebrating 25 Years of Strategic Innovation Success

Winter 2011

### In This Issue

[Upcoming MIT Sloan Guest Lecture](#)

[ISPIM Symposium Workshop Presentation Available](#)

[Support for Business Development Executives](#)

[Quick Links](#)

[Register Now](#)

[News](#)

[More About Us](#)



[Upcoming MIT Sloan Guest Lecture](#)

### Dear Strategic Innovator,

Welcome to the Winter 2011 issue of *Accelerating Success*, the Newsletter for Strategic Innovators. In each issue, we try to bring you the latest information on tools, techniques and successes from the application of Strategic Innovation to build value and sustainable competitive advantage in companies like yours.

### → [ISPIM Symposium Workshop Presentation Available](#)

**The 3<sup>rd</sup> ISPIM Innovation Symposium**  
Managing the Art of Innovation: Turning Concepts into Reality  
QUEBEC CITY, CANADA 12 - 15 DECEMBER 2010

Product Genesis and The Radical Innovation Group presented a joint workshop at the third ISPIM Innovation Symposium in Quebec City, Canada in December 2010. The topic of the workshop was "Weaving Art with Science; Articulating the Value of Opportunities". Tools covered in the workshop include the Opportunity Recognition Tool and the Value Pitch.

This workshop is part of our series of *Ideas to Opportunities Workshops*. Product Genesis has used this workshop format successfully with a wide range of clients to help bring Innovation Opportunities into focus. This workshop is designed to move beyond conventional ideation (and laundry lists of ideas), to make Strategic Innovation actionable.

[Download workshop presentation...](#)



Jeff Hovis, Managing Principal of Product Genesis, will present a guest lecture on February 9, 2011 entitled "Identifying Opportunities for Sustainable Products that Customers Really Want". The lecture is part of the Sloan Entrepreneurship track in the course: Design and Marketing of New Products.

[Learn more about the program...](#)

## → Support for Business Development Executives

Business Development Executives are often challenged with executing effective partnering strategies for their organizations. The challenges of finding strategic alignment among moving market and technology targets can be daunting.

Product Genesis' suite of **Innovation and Opportunity Genesis** services helps you identify the strongest synergies between evolving market opportunities and key technology trends. This provides an effective roadmap for partner targeting and successful execution.



[Learn more...](#)

Product Genesis, a spin-out from the MIT Innovation Center, has provided Strategic Innovation management consulting support to *Global 2000* corporations for 25 years. We have delivered these services through more than 1,500 client engagements on 6 continents. Our unique approach to MIT-driven innovation blends an understanding of market requirements and user needs with the business models and technology capabilities required for success.

We welcome the opportunity to support you in your Strategic Innovation challenges.

Best regards,

The Strategic Innovation Team at Product Genesis

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