



productGENESIS

Accelerating Success through Strategic Innovation

# ACCELERATING SUCCESS

THE NEWLETTER FOR STRATEGIC INNOVATORS

Celebrating 25 Years of Strategic Innovation Success

Spring 2011

## In This Issue

[Swedish R&D Executives Visit Product Genesis](#)

[ISPIM Conference Workshop Announced](#)

[Support for Corporate New Business Executives](#)

## Quick Links

[Register Now](#)

[News](#)

[More About Us](#)



Swedish R&D Executives Visit Product Genesis



On March 17, 2011, more than a dozen Swedish R&D Executives visited Product Genesis, as part of their Technology Management and Innovation Tour of the Boston area. These executives were participating in the CHAMPS

## Dear Strategic Innovator,

Welcome to the Spring 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 Conference Workshop Announced



Product Genesis and The Radical Innovation Group will present a joint workshop at the XXII ISPIM Innovation Conference in Hamburg, Germany in June 2011. The topic of the workshop is "The Green Agenda – How to Identify and Position Compelling Business Value". Tools covered in the workshop include the Opportunity Scan Framework and the Value Pitch.

This workshop is part of our series of *Transforming Ideas into 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.

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

## → Support for Corporate New Business Executives

New Business Creation Executives are often challenged with identifying growth and corporate renew opportunities. The challenges of uncovering hidden value within a company's portfolio of capabilities can be daunting.

Product Genesis' suite of **Opportunity** and **Portfolio Genesis** services helps you identify the highest probability



(Chalmers Advanced Management Program).

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

opportunities for growth and renewal. These frameworks help you successfully navigate emerging user needs, evolving market conditions, and key technology trends, This provides an effective roadmap for new business targeting and successful execution.

[Learn more about these services...](#)

Product Genesis, headquartered in Boston Massachusetts, is the premier strategic innovation management consulting firm that spun out of the MIT Innovation Center more than 25 years ago. Our unique competency is in the application of structured approaches for identifying and qualifying growth, disruption and whitespace opportunities, by matching evolving technology capabilities against changing market conditions. Our seasoned, technology-savvy cross-functional team is skilled at working across industry and market domains, and brings broad, lateral thinking that yields silo-busting product, services and business model innovations. Our clients, on six continents, include some of the most successful innovators in the *Global 2000*, with shareholder returns far above industry norms.

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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