

## NEWS RELEASE

### For Immediate Release

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### **Product Genesis and the Radical Innovation Group to Present *Ideas to Opportunities* Workshop at the ISPIM Annual Conference in Hamburg, Germany, June 2011**

*Workshop Title: The Green Agenda: How to Identify and Position Compelling Business Value*

**Boston, MA, April 9, 2011** – Product Genesis, the premier Strategic Innovation consulting firm, and the Radical Innovation Group today announced that they will present a joint workshop as part of the program at the International Society for Professional Innovation Management (ISPIM) Annual Conference in Hamburg, Germany, June 12-15, 2011. The workshop will be facilitated by Jeff Hovis, Managing Principal of Product Genesis, and Joanne Hyland, Founder and President of the Radical Innovation Group.

The workshop builds on the ISPIM Conference theme: ***Sustainability in Innovation***. Sustainability-based opportunities present a unique challenge to strategic innovators. While sustainability as a goal is well respected, the compromises that many sustainable solutions require of their end-users are less than ideal. The result is that many important sustainability advances lack the market drivers for broad adoption. Breakthrough sustainable innovation that produces lasting value requires the identification of opportunities that go beyond basic sustainability ideas, and embrace meaningful value drivers for the customer and stakeholder value chain.

This workshop focuses on research-based tool set with a real-world track record of success in identifying the sustainability innovation opportunities in a sea of raw sustainability ideas. Techniques are reviewed that allow strategic innovators to identify sustainability opportunities that delight customers. Tools such as the Opportunity Scan Framework, the Opportunity Recognition Tool and the Value Pitch are introduced. Exercises allowing hands-on experimentation with the use of the tools will be provided.

The workshop is a continuation of the highly successful series of *Transforming Ideas into Opportunities* workshops conducted by Product Genesis and the Radical Innovation Group at the past several ISPIM Conferences and Symposia. The workshop is open to all conference delegates.

**About the XXII ISPIM Conference:**

The XXII ISPIM Conference – ***Sustainability in Innovation: Innovation Management Challenges*** - will be held in **Hamburg, Germany** on **12-15 June 2011**. Organized by ISPIM and hosted by The Hamburg University of Technology, this conference will bring together innovation management professionals from research, industry and intermediary organizations. The conference format will include facilitated themed sessions for academic and practitioner presentations together with discussion panels and workshops. Additionally, the conference will provide excellent networking opportunities together with a taste of local culture.

For more information about the ISPIM Conference, visit: [conference.ispim.org](http://conference.ispim.org)

**About the Radical Innovation Group:**

The Radical Innovation (RI) Group specializes in helping established companies, committed to technology-based and business model innovation, develop effective and sustainable innovation capabilities for growth and corporate renewal. The RI Group combines RPI and Babson College academic insights, with leading-edge industry experiences, and works across diverse industries to accelerate the lifecycle and increase the success rate of innovation investments. The company was established in 2001 upon release of "Radical

Innovation: How Mature Companies Can Outsmart Upstarts" and continues to evolve the implementation roadmap for innovation with "Grabbing Lightning: Building a Capability for Breakthrough Innovation", winner of Strategy + Business Magazine 2008 Innovation Award.

For more information about the RI Group, visit: [www.radicalinnovation.com](http://www.radicalinnovation.com)

**About Product Genesis:**

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.

For more information about Product Genesis, visit: [www.productgenesis.com](http://www.productgenesis.com).

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