



## Programme on **From IDEA to INNOVATION**

**Friday, January 20, 2017 - 9.30 a.m. to 5.00 p.m.**

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at Torrent-AMA Management Centre, Core-AMA Management House,  
AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

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**Workshop objective:** Technology is disrupting the way we live and do business. Innovation is 'the solution' for Business Growth and new lifestyle. You and your team will work on the issues important to your organization in this hands-on workshop. It will be conducted in a guided step-by step manner - from generating new ideas to creating 'Innovation Implementation Action Plan'.

### **Why this workshop is so important?**

1. "40% of Indian, US and European companies won't exist in 4-10 years due to 'Brutal Disruption'. To survive, companies must adapt and build on 3 broad areas – innovation, technology and culture" said John Chambers, Chairman CISCO, recently
2. KPMG Global Survey 2016 reveals - 93% CEOs say innovation is in their top agenda
3. Innovation is now the only practical source of competitive advantage
4. Institutionalising the culture of innovation is seen essential but an uphill task

### **Workshop benefits:**

1. Develop a fresh perspective to generate new ideas for business growth
2. Embody creative leadership and innovate talent management
3. From 'Best Practice' to 'Next Practice' - establish culture of innovation
4. Learn emerging global innovation trends, tools and processes
5. Personal action agenda – develop your innovation road map

### **Who should attend?**

- Business Leaders, Department Heads, Decision Makers, Social Leaders
- Team Leaders, Project Managers, Senior & Middle Managers, Executives
- Sales, Marketing, HR, IT, Finance, Customer-care, Design, R&D, Production, QC, SCM
- Entrepreneurs, innovators, consultants, start-up, teachers, creative brains
- Anyone willing to learn and implement innovation

**Workshop design and contents:**

1. 3i Model – inspiration, ideation, implementation
2. “ideation” – deliberate techniques to stimulate creativity
3. “ThinkC2D” – from Creativity to Design Thinking
4. Stage-Gate innovation model – from ideas to launch pad
5. Innovation Assessment – test your score w.r.t. global innovation benchmark
6. Innovation Diamond – Audit for measuring innovation impact and enhancing your organization’s innovation capacity

**Faculty:****Mr. Vikas Chawda (BE, MBA - Marketing) Corporate Trainer**

‘Innovation Expert’ and ‘Business Coach’ with 26 years of experience at world-class MNCs, Vikas’ forte is in innovation, Sales & Marketing, Business Strategies, Leadership and Organization Development (OD). He has trained 18000 professionals in 400+ workshops at leading Corporates in India and abroad. He is on ‘Jury Panel’ for reputed Business Excellence Awards e.g. SWITCH, E&Y, FGI, FOKIA. Mentor, Coach, Consultant, Educator and Entrepreneur, he is also a sought after speaker at national and international forums. He is on the Board of Universities for innovation and entrepreneurship. His articles are published in various newspapers and magazines. He was a special invitee at prestigious Kellogg Global Innovation Conference 2015 at USA. He was invited as a speaker on innovation at USA by TiE, world’s largest entrepreneurship organization and also by University of Texas at Dallas, USA.

**Fee:** Rs.1500/- per participant including service tax. Concession for member 10%, Patron member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of ‘Ahmedabad Management Association’.

**Registration:**

Please send your registration along with participation fee to:

**Ahmedabad Management Association**

AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015.

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