

Tonkin's

Practical Innovation Strategies that Maximise Profit Opportunities

5th - 6th March 2012
:: MELBOURNE

8th - 9th March 2012
:: SYDNEY

15th - 16th March 2012
:: BRISBANE

Leapfrog over
your competitors with
practical innovation
techniques

Innovation and growth are highly effective tools for creating profitability. All too often, a lack of direction, focus and discipline combine to dissipate the results that innovative growth can create.

Business is a constantly changing environment. You cannot always rely on old techniques that have worked in the past, to continue to work into the future. Without change and growth businesses come under ever increasing threats from competition that gets ever smarter. Learn how to generate ideas and implement innovation processes through creativity techniques, the review process and unlocking the best from different people and teams.

Tonkin's **Practical Innovation Strategies That Maximise Profit Opportunities** is a unique and powerful course which combines a teaching on the importance of paradigms and their role in either creating or destroying innovative thinking with practical results-oriented techniques and tools aimed at optimising the direction of innovation in organisations. With an emphasis on the presentation of practical skills with workshops and case studies, your course director, John Magar, will help you to gain new insights into how you can innovate at any level of an organisation, regardless of your budget.

Benefits from this workshop

- Implement innovation techniques that assist in gaining a competitive advantage over the competition
- Learn tools that will illustrate how you can innovate in your organisation
- Learn strategies that will inspire you to achieving your profit potential
- Understand how to implement a new product development flow plan including a strategic planning template and a new product assessment matrix
- Know how to address the discipline that is required to counterbalance the boundary-less thinking that marks ground breaking innovation
- Highlight learning with case studies and practical workshops that will encourage you to use these new techniques will be used

Who should attend?

Product managers, marketing managers and GMs/CEOs who are charged with the responsibility to create long term shareholder value through innovation in products and services would greatly benefit from this program.

YOUR COURSE DIRECTORS:



John Magar, *Director,*
John Magar & Associates Pty Ltd

John is an accredited member of the National Speakers Association of Australia and a fellow of the Career Development Association of Australia.

John has been delivering powerful presentations to audiences both in Australia and South East Asia for more than 18 years through his speaking and training assignments His speaking topics include sales, marketing, strategic planning, innovation and customer service.

As well as his public speaking appearances, John has written two successful books, one on selling and one on Management bloopers called "Management Fiascos" which makes for a very entertaining humorous keynote. He has also been interviewed on radio on 3AK and 774 ABC in Melbourne and on TV on CNN in Beijing, China.

John's highly effective speaking and training engagements consistently produce remarkable changes in his audience. His insightful, engaging and authoritative delivery coupled to his personable and unique sense of humour, energises his audiences into making life changes for the better. As a result, they can't help but come back for more.

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