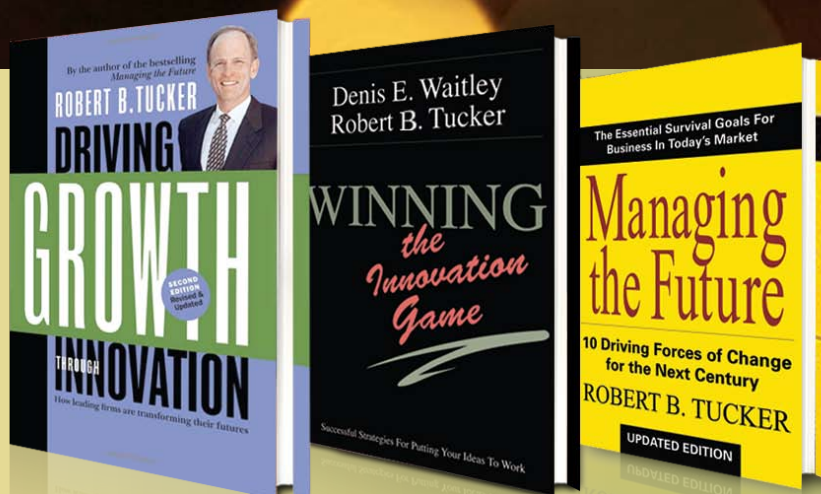


INNOVATION FOR BREAKTHROUGH RESULTS & SUSTAINABLE GROWTH



ROBERT B. TUCKER LIVE!

- The World's Leading Innovation Guru
- Best Selling Author & Globally Renowned Innovation Consultant
- Enable Rapid Innovation and Competitive Advantage
- Create a Culture of Innovation with All Teams in the Organization

	2009 Series	2010 Series
SINGAPORE • Shangri-La Hotel	11 Nov 2009	21 May 2010
BANGKOK • The Landmark Hotel	13 Nov 2009	14 May 2010
MANILA • SMX Convention Center	16 Nov 2009	17 May 2010
HO CHI MINH CITY • Equatorial Hotel	18 Nov 2009	19 May 2010
KUALA LUMPUR • Crowne Plaza Hotel	23 Nov 2009	12 May 2010



Co-organiser:



Event Partners:



Official Publisher:



• For In-House Consulting, Coaching and Speaking Options with Robert B. Tucker: please refer to Pg.7

* ITD Group is the exclusive partner for Robert B. Tucker & The Innovation Resource in Singapore, Malaysia, Thailand, Vietnam & Philippines.

ITD-MEGA GURU: INNOVATION SERIES
LEARN FROM THE BEST TO BE THE BEST



A PERSONAL MESSAGE FROM ROBERT B. TUCKER

Until recently, innovation was considered the responsibility of the research and development department, the province of marketing or new product development. This is no longer the case. To thrive under relentless, disruptive change, economic upheaval and ever increasing competition, firms must create a culture of innovation.

Innovation has become top priority for organizations and individuals that want to remain competitive and achieve sustainable success and growth, yet most are unable to crack the innovation code that unlocks the results desired.

At the upcoming workshop, I will share with you the secrets of creating innovation. You will learn about the latest strategies and in-depth research of the world's most innovative companies to benchmark and analyze their best practices. I will also show you how these leading firms are upgrading their practices in light of the global economic downturn.

This practical, action-packed, interactive workshop doesn't just describe leading edge methods. Through various exercises and extensive group and individual participation, you'll be able to apply powerful techniques and strategies to build organizational capacity and competencies for innovation.

I will be delivering a series of innovation workshops with ITD Group starting from November this year and also next year. We want to ensure continuous learning and application of the most advanced strategies, systems and techniques on innovation that will enable you to derive the best results.

I'm looking forward to the pleasure of working with you and your team to unleash your genius of innovation for breakthrough results and sustainable growth.

Robert B. Tucker



FOR BREAKTHROUGH RESULTS & SUSTAINABLE GROWTH

WHO SHOULD ATTEND?

This program is designed for the whole leadership team right from the top to leaders at all levels in the organizations. It enables teams and organizations to become more innovative to create sustainable growth.

THE SCHEDULE

(For the Nov 2009 Series and also the May 2010 Series)

7.30 am	Registration Open
8.30 am	Introduction and Official Launching
8.45 am	Morning Session (Tea-break from 10.00 am - 10.20 am)
12.30 pm	Networking Lunch and Book Signing Ceremony
1.30 pm	Afternoon Session (Tea-break from 3.00 pm - 3.20 pm)
5.00 pm	End of Session followed by Book Signing Ceremony



WHAT WILL YOU LEARN AND GAIN?

The November 2009 Series

In this practical, action-packed, interactive workshop, you will learn the latest strategies and in-depth research of the world's most innovative companies. Participants will go behind the scenes inside such firms as Google, Proctor & Gamble, Nokia, IBM, BMW, Whirlpool, and many others to benchmark and analyze their best practices.

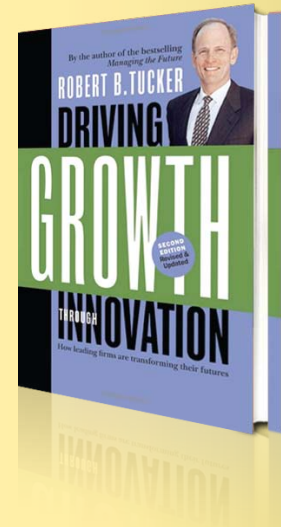
This workshop doesn't just describe leading edge methods. Through various exercises and extensive group and individual participation, you'll be able to apply Tucker's powerful strategies to your company, with the result that you achieve breakthrough results and sustainable growth for years to come.

Key Benefits

- Master the latest methods being used by Global Innovation Elite companies to transform innovation into an embedded, systematic, sustainable and measurable process
- Discover how to seize new markets for your products and services and how to find hidden growth potentialities in existing markets
- Understand how Vanguard Firms are eschewing focus groups and embracing more accurate methods that reveal unmet and unarticulated customer needs. Master new problem-solving techniques that can be immediately used by every department and division in your company
- Learn how to prioritize and commit just enough resources to product, process and business model ideas that have the greatest potential to become breakthroughs (and when to cut your losses)
- Learn to "build the buy-in" for innovation change initiatives internally, overcome obstacles and build user acceptance in the marketplace. Select the right mix of participants for accelerated innovation projects
- Experience hands-on exercises and techniques used by today's most successful companies to keep the creative and innovative juices flowing
- Develop a plan for your firm's "innovation blueprint" to create a growth-driving, sustainable and comprehensive innovation process

WORKSHOP MODULES

- **A Systematic & Strategic Approach to the Practice of Innovation**
- **Business Model & Product Innovation**
- **Challenging Your Assumptions and Leading Innovation**
- **Mining the Future of Innovation**
- **Fortifying Your Innovative Idea Factory**
- **Cultivating the Culture of Innovation**
- **Building Support for Innovative Ideas and a New Approach to Innovation**
- **Taking Action for Innovation in Your Organization**
- **Develop an Innovation Blueprint for Implementation Back in the Workplace**



The May 2010 Series

In this “nuts and bolts” seminar you will learn that organizations the world over are seeking out “innovation adept leaders.” These individuals have the skills, the tools, and the know-how to deliver results – even when times are tough. This seminar addresses what it takes to implement innovation where you work.

You’ll meet innovation champions who are using these skills and tools in their work to “get new things done.” You’ll be inspired by managers like Brent Gow, who revolutionized Starbucks’ payroll department and halved costs while raising employee satisfaction. You’ll learn the innovation secrets of managers like Jennifer Rock, who spearheaded a new department of Internal Communications at global retailer Best Buy, and helped reduce employee turnover by 34 percent. And you’ll learn the success secrets of Philippi Passerini, who, as head of Global Business Services at Proctor & Gamble led a huge transformation that has already saved the company over a billion dollars and is “just getting started.”

FOR BREAKTHROUGH RESULTS & SUSTAINABLE GROWTH

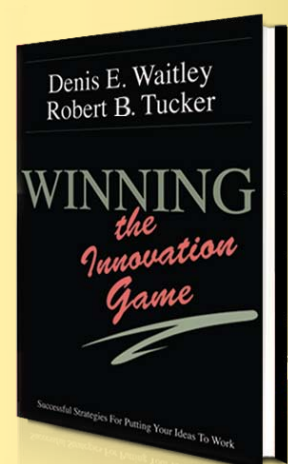
Key Benefits

- Master the latest methods and tools used by innovation vanguard managers to cut costs, improve efficiency, and open new competitive space
- Discover how to think ahead of the curve, to identify and seize upon trends and emerging markets for your products and services
- Discover how to apply innovative thinking to your work no matter what you do, no matter where you work
- Master innovative problem-solving techniques that can be immediately used back at the office
- Learn how to prioritize and establish personal and organizational goals to move to the next level of innovation
- Learn to “build the buy-in” for your innovative ideas, and to collaborate with others successfully
- Learn how to select the right mix of participants for accelerated innovation projects
- Experience hands-on exercises and techniques used by today’s most successful leaders to keep their personal innovative and creative juices flowing



WORKSHOP MODULES

- **Winning in the Age of the 3 D's: Disruption, Discontinuity and Dislocation**
- **Designing Your Personal Innovation Strategy**
- **The Mindset of Opportunity for Innovation**
- **Thinking Ahead of the Curve**
- **Filling the Creative Funnel and Nurturing the Innovative Idea Factory**
- **Leading Innovation Teams**
- **Gaining Buy In and Ownership for Internal Change and Innovative Breakthroughs**
- **Taking Action for Personal and Team based Innovation in Your Organization**



ABOUT ROBERT B. TUCKER

Robert B. Tucker is an author of international best selling books. He is president of The Innovation Resource, and an internationally recognized leader in the field of innovation. Adjunct professor at the University of California, Los Angeles for many years, Tucker has been a consultant and keynote speaker since 1986.

His pioneering research in interviewing over 50 leading innovators was published in the book **Winning the Innovation Game** in 1986. Since then, he has continued to publish widely on the subject, including his international bestseller **Managing the Future: 10 Driving Forces of Change for the New Century**, which has been translated into 13 languages. His most recent book, **Driving Growth through Innovation** describes the best practices of 23 innovation vanguard companies. As one of the thought leaders in the global Innovation Movement, Tucker is a frequent contributor to publications such as Harvard Management Update, Strategy & Leadership and the Journal of Business Strategy. He has appeared on CBS News, PBS Series and the CNBC series on The Business of Innovation.

Tucker's clients include over 200 of the Fortune 500 companies as well as clients in Europe, the Americas, Asia-Pacific, and Australia. He has been a consultant to the Government of Russia and Taiwan, and the Japan Marketing Association, and has traveled to every continent to share his ideas and strategies with global business leaders. Some of Tucker's clients include Microsoft, GE Capital, Accenture, IBM, Intel, Nokia, Cisco, American Express, Nestle, Coca-Cola, BP, Chevron, Bausch & Lomb, Bank of America, Bayer Healthcare, Economic Development Board (Singapore), UCLA, Pennsylvania State University, Honda Motors, Boeing, 3M and Mitsubishi Electronics.



"I spent 40 years developing new products for 3M and I found myself agreeing with everything Robert Tucker says about Innovation."

Art Fry, Inventor of 3M Post-it Notes

"You were definitely the speaker we wanted for our Leadership Forum ... extremely well received by our CEO to guests who were completely engaged the entire time you were speaking ... your presentation was the most dynamic and interesting."

*Edgardo Tettamanti, SVP, Marketing,
MasterCard Worldwide*

"You really lit up the crowd. Judging by all the buzz at the seminar, you sparked a lot of thoughts on building our innovation culture. You proved to be the perfect speaker ..."

*David Anderson,
Chevron Information Technology Company*

FOR BREAKTHROUGH RESULTS & SUSTAINABLE GROWTH

IN-HOUSE CONSULTING, COACHING & PLENARY SESSION BY ROBERT B. TUCKER

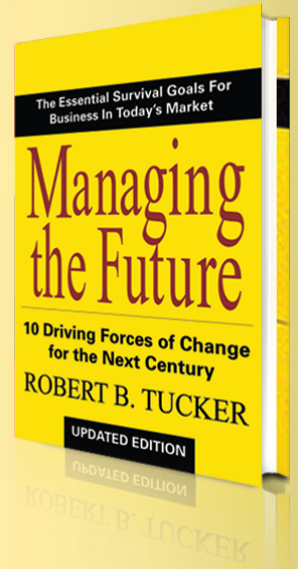
This exclusive option is available on a first-come-first-serve basis.

Only available on the following dates in 2009: 9, 10, 14, 21, 23 and 24 November

The Process:

1. Client sends critical company information for study by Tucker
2. Conference call with Tucker and client to clarify and identify key issues on Innovation
3. Customization and preparation by Tucker to align solution with client's needs and objectives for Innovation
4. Client attends one day public workshop on Innovation by Tucker as solid foundation
5. Private Plenary and Q&A session for 2 hours with key leaders and managers on Innovation
6. Consulting and coaching session with small select group of top executives and key innovators
7. Completion of client innovation blueprint
8. Implementation of innovation blueprint by client
9. Optional investment on follow-up coaching and consulting solution in May 2010

For detailed proposal and further information please contact Ms. Kathleen Ong from ITD Head Office in Penang at kathleen@itdworld.com.



CONTINUOUS LEARNING & DEVELOPMENT OPTIONS

For continuous development, a wide range of Robert B. Tucker solutions ranging from in-house workshops, train the trainer certification, coaching and consulting services are available from ITD Group.

GENERAL INFORMATION

1. Closing date for registration is **31 October 2009**.
2. The fees cover participation at the event, lunch, tea breaks and handouts.
3. Replacements and representatives are allowed, however the fees paid are strictly non refundable.
4. In the event that any of the speaker/s have to cancel their engagement for reasons outside the control of the organizers, the organizers reserve the right to reschedule or make changes as required.



INSTITUTE OF TRAINING AND DEVELOPMENT

Lighting the Way as the Leading Multinational HRD Corporation

EVENT FEES & FORM

INNOVATION FOR BREAKTHROUGH RESULTS & SUSTAINABLE GROWTH

*** This registration form is only for Nov 2009 Series**

(Please make copies of this page for registration as required)

SINGAPORE ■ 11 November 2009 ■ Shangri-La Hotel

Event Fees (Exclusive of 7% GST) and General Information

Individual Registration

Singapore

SGD 1,980

Group Registration (10 pax or more)

SGD 1,780

Payment Details

Payments may be made by telegraphic transfer, bank deposit or local cheque.

Account Name (Pay to) : ITD INTERNATIONAL PTE LTD
Account Number : 591191671001
Bank Code : 7339
SWIFT Code : OCBGSGSG
Name of Bank : Oversea-Chinese Banking Corporation Limited
Bank's Address : 65, Chulia Street #01-01 OCBC Centre Singapore 049513

Please tick: ☐ Individual Registration
☐ Group Registration

Title and name: Prof/Dr/Mr/Mrs/Ms _____

Tel _____ Fax _____ E-mail _____

Mobile _____ Position _____

Organization _____

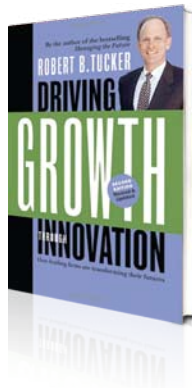
Address _____

Signature _____ Date _____

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Replacements and representatives are allowed, however the fees paid are not refundable.



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