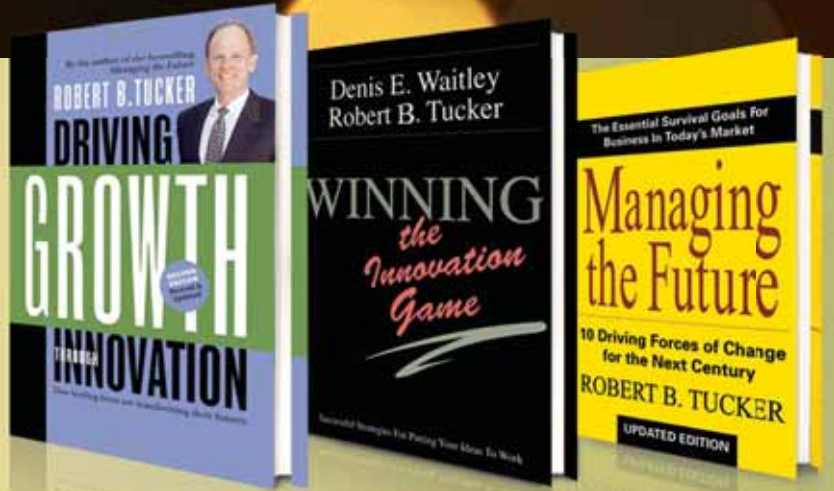


# INNOVATION TOOLS & TECHNIQUES FOR SUSTAINABLE GROWTH



## 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**

**KUALA LUMPUR** • 28 JUNE 2010 • Istana Hotel  
**MANILA** • 30 JUNE 2010 • New World Hotel  
**BANGKOK** • 2 JULY 2010 • The Landmark Hotel



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INSTITUTE OF TRAINING  
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The Global Learning Solutions Expert

• 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 Malaysia, Singapore, Thailand, Vietnam & Philippines.

**ITD-MEGA GURU EVENT**  
**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'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**



# TOOLS & TECHNIQUES FOR 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 organization. It enables teams and organizations to become more innovative to create sustainable growth.

## THE SCHEDULE

- 7.30 am Registration Open
- 9.00 am Introduction and Official Launching
- 9.10 am Morning Session  
(Tea-break from 10.30 am - 10.45 am)
- 12.30 pm Networking Lunch and Book Signing Ceremony
- 1.30 pm Afternoon Session  
(Tea-break from 3.30 pm - 3.45 pm)
- 5.00 pm End of Session followed by Book Signing Ceremony

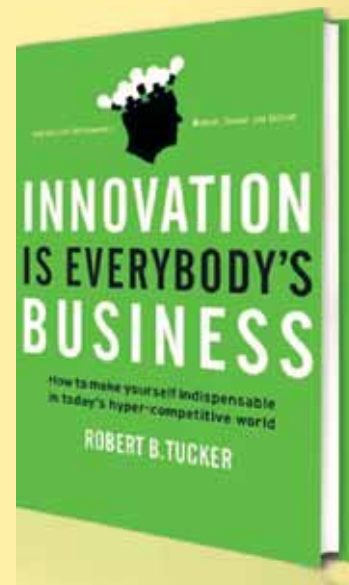
## INTRODUCTION

You will have the opportunity to learn about the cutting edge Tucker Innovation Model and the Innovation Metrics that guides systematic and strategic applications of innovation for sustainable growth.

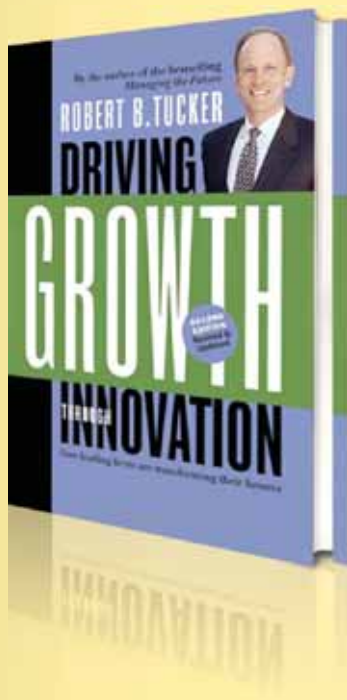
In this practical, action-packed, interactive workshop, you will learn the latest strategies and in-depth research of the world's most innovative companies. Participants will go behind the scenes inside such firms as Google, Proctor & Gamble, Nokia, IBM, BMW, Whirlpool, and many others to benchmark and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

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."







## KEY BENEFITS

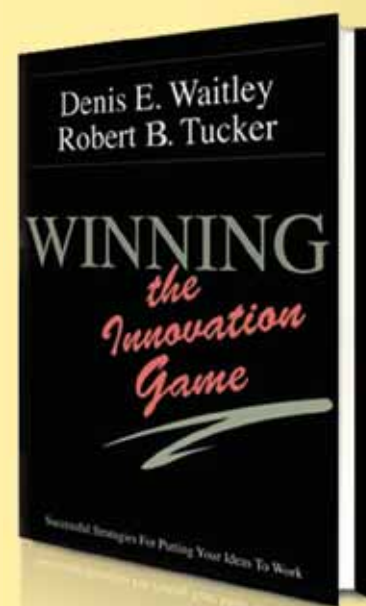
- Use the innovation metrics to identify incremental, substantial and breakthrough innovation as it relates to product, service, process, strategy and business model innovation
- Understand how to apply the Tucker Innovation Model as a big picture map that guides a systematic and strategic approach to the practice of innovation
- Discover the latest methods being used by Global Innovation Elite companies to transform innovation into an embedded, systematic, sustainable and measurable process
- 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
- Develop a plan for your firm’s “innovation blueprint” to create a growth-driving, sustainable and comprehensive innovation process

# TOOLS & TECHNIQUES FOR SUSTAINABLE GROWTH



## WORKSHOP MODULES

- **Winning in the Age of the 3 D's: Disruption, Discontinuity and Dislocation**
- **The Innovation Metrics**
- **The Tucker Innovation Model**
- **Filling the Idea Funnel and Nurturing the Innovative Idea Factory**
- **Identifying Your Innovation Strategy**
- **Leading and Championing Innovation in Your Organization**
- **Cultivating your I-Skills to Unleash More Innovative Ideas**
- **Thinking Ahead of the Curve & the Mindset of Opportunity for Innovation**
- **Taking Action for Personal and Team based Innovation in Your Organization**
- **Developing an Innovation Action Plan for Application Back in Your Workplace**





## 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*

# TOOLS & TECHNIQUES FOR SUSTAINABLE GROWTH

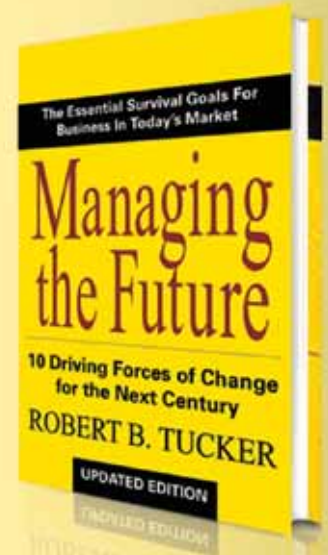
## IN-HOUSE CONSULTING, COACHING & PLENARY SESSION BY ROBERT B. TUCKER

This exclusive option is available on a first-come-first-serve basis.  
Only available on the following dates in 2010: 5, 6 and 7 July

The Process:

1. Client sends critical company information for study by Tucker
2. Conference call between 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

For detailed proposal and further information please contact Ms. Kathleen Ong from ITD Head Office in Penang at [kathleen@itdworld.com](mailto: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 **15 June 2010**.
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

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## EVENT FEES & FORM

### INNOVATION TOOLS & TECHNIQUES FOR SUSTAINABLE GROWTH

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

KUALA LUMPUR ■ 28 June 2010 ■ Istana Hotel

#### Event Fees

	Malaysia	International
<b>Super Early Bird Fee</b> Registrations with Payment Before 31 Mar '10	RM 1,950	USD 650
<b>Early Bird Fee</b> Registrations with Payment Before 30 Apr '10	RM 2,150	USD 720
<b>Normal Fee</b> Registrations with Payment Before After 31 May '10	RM 2,350	USD 790

#### Group Registration:

Registrations with payment according to the respective dates:

Number of Pax	Before 31 Mar Fee Per Pax	Before 30 Apr Fee Per Pax	After 31 May Fee Per Pax
5 or more	RM 1,850 (USD 620)	RM 2,050 (USD 690)	RM 2,250 (USD 760)
10 or more	RM 1,750 (USD 585)	RM 1,950 (USD 655)	RM 2,150 (USD 725)
20 or more	RM 1,650 (USD 550)	RM 1,850 (USD 620)	RM 2,050 (USD 690)

For 30 or more participants, please contact ITD Management

#### Payment Details

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

Account Name (Pay to) : MITD Sdn. Bhd.  
 Account Number : 2-14062-0004550-2  
 SWIFT Code : RHBBMYKL  
 Name of Bank : RHB Bank Berhad  
 Bank's Address : Unit 1, Ground Floor, Bangunan Cheong Wing Chan, 41-51 Jalan Maharajalela, 50150 Kuala Lumpur

Please tick:  Super Early Bird Fee  Early Bird Fee  Normal Fee  
 Group Registration (Total Number of Pax \_\_\_\_\_ Event Fees per Pax \_\_\_\_\_)

Please specify if you are:  Vegetarian  Non-vegetarian

\* For Group Registration, kindly indicate the number of participants who are Vegetarians & Non-vegetarians

Title and name: Prof/Dr/Mr/Mrs/Ms \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mobile \_\_\_\_\_ Position \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

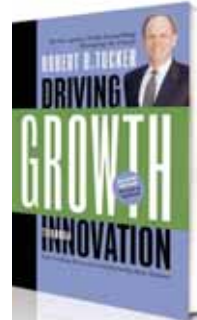
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Please indicate (tick) if this participant qualifies for the following gift:

"1 Free 1" Bonus for the 1st 38 Registrations

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



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