

Creative Innovation in a Lean Environment

This interactive one-day program focuses on leading and supporting product and service innovation, while recognizing the challenges faced in today's business environment. Summarizing some published surveys of leadership sentiments:

- Most businesses are too complex
- Customers don't understand or value all the offerings of these same services
- The most significant obstacles to innovation are a lack of resources and short-term focus

These challenges create opportunities, and this is where Lean comes in. Often thought of as a cost-cutting tool or headcount reduction tactic, lean focuses on value. How do we eliminate the non-value-added components of our business, and free up the resources we need to focus on innovation? Lean also instills a culture we can use as a foundation for innovation in our business.

Through a series of cases and discussions, this program will provide you with the tools to:

- Consider "What's Next?" for your firm
- Understand the role of "Lean" in competitiveness
- Stimulate creativity in disciplined environments
- Build a clear link between generating the idea, refining it and implementing the innovation in your business
- Drive an innovation culture

Upcoming sessions

Toronto - February 28, 2012

Professional Development Institute,
25 York Street, Suite 1100

Fees: \$795 (plus applicable taxes)

Discounts for Charitable NGOs



Session Leaders

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Barry Cross is an expert on innovation, execution and project management. He joined Queen's School of Business after 17 years in the automotive and manufacturing sectors with Magna International, DuPont and Autosystems Manufacturing, where he worked with a number of clients including GM, Chrysler and Ford's Premier Automotive Group. He led many key strategic initiatives, including nearly 30 product launches, and managed offshore relationships in Asia, Latin America and Europe. His speaking and consulting clients include Shoppers Drug Mart, LG, Canada Post, Enbridge and Export Development Canada.