



IN-90 Workshop

How can you transform fuzzy ideas into tangible reality in 90 days? How do you co-create with stakeholders up and down the value chain?

The IN-90 Workshop will guide you step-by-step over 90 days to determine what customers desire, what is feasible to build, and what is viable for your organization to execute. You will use a proven approach to overcome objections, simplify operations and clarify who does what.

Overview

The IN-90 Workshop is an intensive experience of short instructional lectures, demonstrations, and guided, hand-on building. You'll learn about innovation maps – to help you identify what's desirable, what's feasible, and what's viable – so you can “de-risk” your innovation by delivering what people want and need, up and down your existing value chain.

No other Executive Education program guides you from idea to reality in 90 days. During the first week of the program you will customer co-create your innovation to reduce concept risk. The second week you will be iteratively prototyping your innovation to reduce product risk. In the final week you will stress-test your financial and marketing models to reduce execution risk.

If you have a multi-faceted challenge, this workshop is for you.

Scheduled upon request

Part 1: What's Desirable?

Part 2: What's Feasible?

Part 3: What's Viable?

Tuition: \$12,000 USD

Contact us for group rates

Program tuition includes course materials, customer interviews, skilled business modeling (see Key Activities), breakfast and lunch each day. Lodging and travel not included.

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Who should attend

This Workshop is for senior managers and individual contributors responsible for developing new products or services, or solving complex problems for an organization. It is distinctly designed for Marketing, Sales, Product Development, Customer Experience, Innovation, and R&D professionals. Specifically:

- Managers who want to kick-start, accelerate, or cross-functionally collaborate on important projects
- Individuals responsible for operational execution of innovative solutions
- Agency, consultancy or design partners critical to the implementation and communication of new ideas

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Workshop Key Activities

Field research: What do customers want?

Understanding what customers want, need, and will pay for will ground your thinking and ensure you have a human-centric understanding of what is motivating, compelling and inspiring.



You and your team will:

- Interview and observe customers in the field to understand what drives their behavior
- Synthesize and analyze your findings to discover insights that will drive your innovation
- Convert these insights into a Design Brief to inspire your idea generation and designs

Iterative prototyping: What can you build or create?

Using your Design Brief, your team will partner with illustrators, graphic designers, IT architects, UX architects and other innovation artisans. As an external team, you'll go to the Maker's Lab at Duke University to prototype to your potential solutions. You will be able to

Sample Day:

Breakfast

Full breakfast at Duke Innovation & Entrepreneurship workspace

Morning Session I

Research Review

Morning Session II

Synthesis and Analysis

Lunch

Lunch and Learn with a University Professor specializing in your field.

Afternoon Session I

Rough Design

Afternoon Session II

Rapid Prototyping

Evening

Cocktail Reception and networking with Workshop participants

create the “look and feel” of your solution so you can take it to customers for feedback and learning.

Viability modeling: Who needs to do what?

Your team will now shift focus to creating and delivering value, maintaining customer relationships, and generating revenue because all of these activities involve costs to your organization. You'll use a three-year timeframe to determine your break-even in cost savings or revenue generation. You'll then build your marketing plan and link marketing activities to sales. This exercise will determine your marketing ROI.

Workshop Benefits

IN-90 will transform your ideas to reality:

IN-90 Framework

You'll learn how to use a clear, relevant and intuitively understandable framework that doesn't oversimplify the complexities of how organizations truly function.

Time-tested Regimen

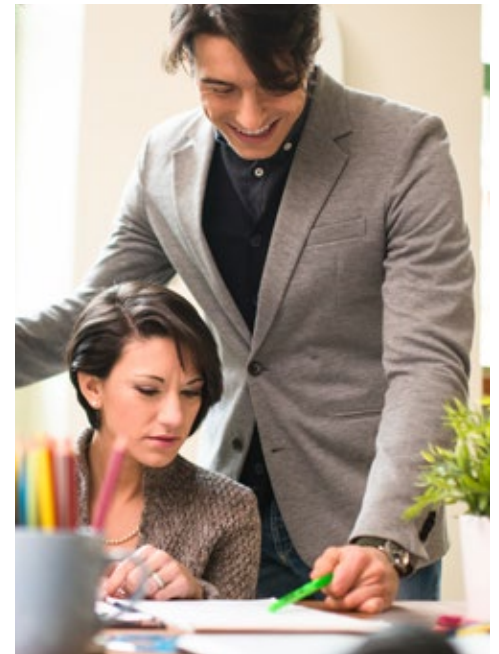
You'll learn how to use innovation maps to help you identify what's important, drive decisions and map your actions so you can reduce complexity and risk.

Tangible Deliverables

You'll develop a Project Charter, Design Brief, Feedback Plan and Overcoming Objections document that will link insights to solutions to execution.

Speed

You'll learn how to how to coordinate and collaborate in 15 minutes each day, deliver “quick wins” every two weeks, and deliver a “shippable product” in 90 days.



Let's go build something!

Visit msq.co for more info and to apply.