SME Toolkit Training Series

Workshop Overview: Innovation & New Product Development

**Overview:**
This two-day workshop is specifically designed to provide participants with the frameworks, tools and perspectives to develop the knowledge and skills necessary to effectively move through the creativity and innovation process and bring new ideas to marketplace.

**Objectives:**
At the end of this course participants will be able to:

1. Learn how to develop and implement an innovation and new product development process based on best practices and frameworks.
2. Understand the importance of product innovation to a company’s ability to gain strategic competitive advantage and growth.
3. Explore approaches in developing and implementing a market-driven approach to innovation by incorporating new product/service offerings that deliver customer value and better meet your customers’ needs/wants

**Audience:**
Product Development Managers, Marketing Managers, Brand Managers, Entrepreneurs, Project Managers

**Methodology:**
The training approach is based on the principles of adult learning. The course models a variety of effective training methodologies, including demonstration, practice, discussion, brain-storming, role play, games, and presentation.

The use of these various methodologies in this interactive workshop ensures that all learning styles can participate and be successful in this event.
At the end of this workshop participants will be able to:

**Outcomes:**
1. Manage the idea generation process to identify customers, product or service features, including pricing, promotion and distribution strategies
2. Analyze the viability of innovation and/or new products
3. Identify potential challenges that may arise when bringing to market

**Materials:** Seminar Workbook (will be provided).

**Course Length:** Two days