



Breakthrough thinking for action



THE GOLDRATT TOC BUSINESS INNOVATION PROGRAM

Removing Limitations to Increasing Value

Beginning June 11th, 2020
Bangalore



Innovate to impact

Innovation is not the goal. The goal is to increase the value to our stakeholders. Innovation is a tool to improve our business viability.

“Value is created by removing a significant limitation for the customer, in a way that was not possible before, and to the extent that no significant competitor can deliver.”

Dr. Eliyahu Goldratt

We tend to confuse improvement with innovation. Most improvements even when they present new tools and processes, are not necessarily removing a significant limitation for our customers.

A guided process for out of the box thinking



Innovation does not need to be a magical act of randomness, or dependent on a single person. It can be the result of structured processes that drives engineers and managers to create the next breakthroughs.

The TOC Innovation process is applied in an array of industries such as electronics, equipment consumer products, food, toys, baby care products, automotive, IT, finance, and pharma. It addresses three key questions:

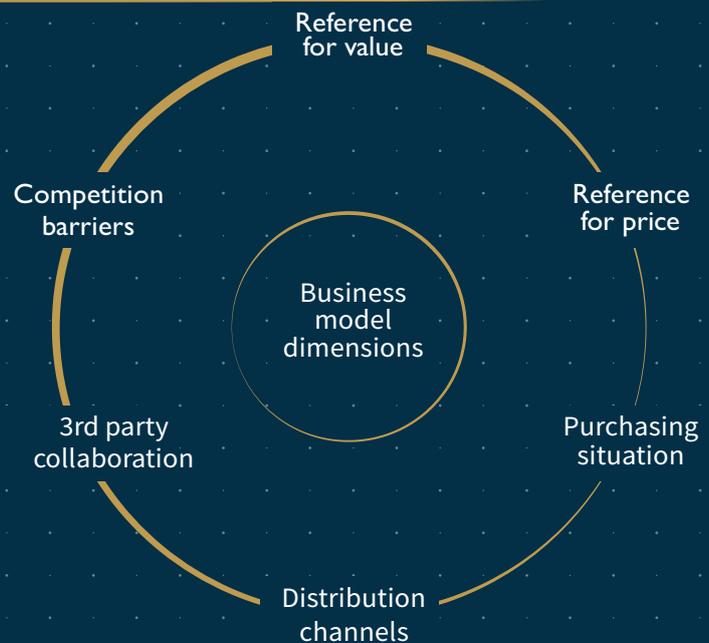
How to come up with the next big thing



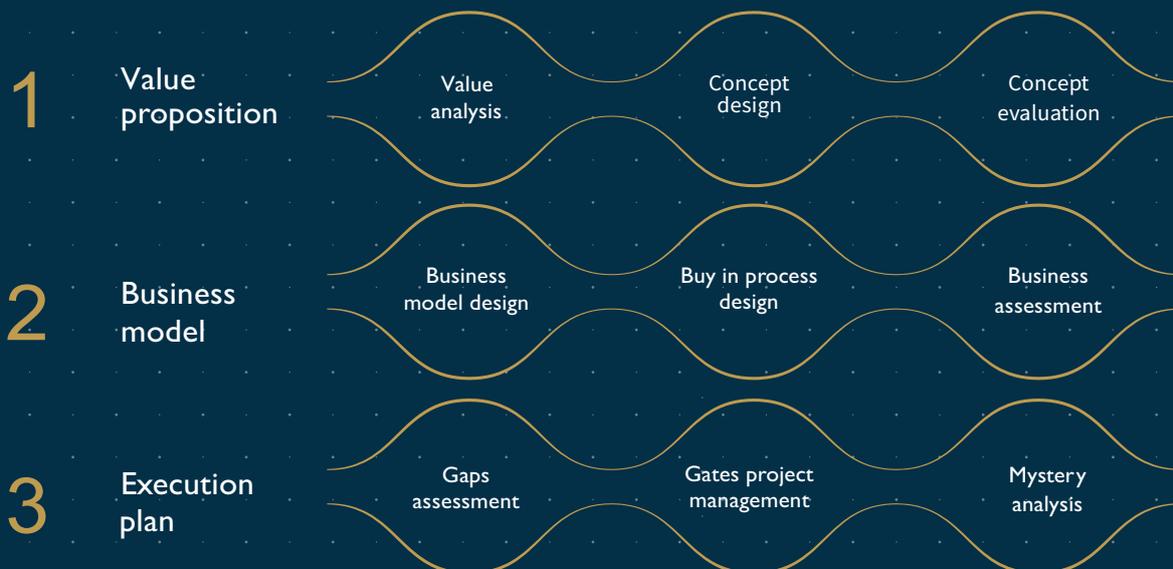
How to convert the idea to a successful business

Great value does not sell itself. There is a need to educate the market.

We should start with the most challenging dimension and from there develop the entire business model.



How to align all needed stakeholders to support it



What makes it different

- Looking for minimum innovation which makes biggest impact. The process starts with a strict definition for exceptional value: reducing customer's significant limitation to the extent that no alternative can. Perhaps one that customers have "lived with" for so long they don't even recognize it yet as a "limitation".
- End-to-End business innovation process. The process goes from ideation, through business model design, all the way to execution, and each phase impacts the idea itself – allowing a natural cycle of idea evolution to take place, while making significant progress with each step.
- Multi-functional process: allows for idea to get strengthened rather than narrowed along the way, and increases buy-in (we don't block ourselves along the way).
- Comprehensive tool-box for generating ideas, concepts, improved business model with a set of tools for evaluating and screening ideas.



"That was really amazing "logical process" for everyone to be an innovator. The biggest concern for the pharma company is the uncertainty for the hit ratio of new products which will determine the company's sustainability. It became almost like a Russian-roulette (this is the reason why we invest so much in this). When we use this process the hit ratio for the new products can be stable one. This itself is the innovative thing for the company management."

Shuhei Yoshida,
Executive Vice President & COO,
Senju Pharmaceutical Co



"First of all, when you see complexity, make it simple. If we can define our ideal state, we can discover what we need to do. We do not have to doubt what we do. I believe that doubt and worry are causing multi-tasking... There is no limit to technology breakthrough, nor is there a limit for operational breakthrough."

Mitsuo Hitomi,
Executive Officer Power Train,
Development Division Mazda Motor Corporation



"Even though we take a thing for granted and even though it looks like there is no solution, we can find a way to move forward by hanging our view and changing the way of thinking. TOC for Innovation makes us think "I can do it" in a very positive way, and is based on trust in people. We can lead a project and achieve a result because we have the coexistence of logic and trust."

Fujimaki,
Team Leader, Home Entertainment Business Division,
Panasonic Corporation



"The Process was eye opening for our organizations, & now it is a crucial part of our new product development cycle. It helped us to acquire entrepreneurship mentality by truly thinking outside the box focusing on adding significant value to get into the blue ocean from the red ocean."

Nagatake Masayuki,
President & COO,
TOMY International



"The process helped us generate breakthrough ideas to come up with exceptional product designs for new collections due for launch by our customers. It made us identify and define market segments and value propositions through 3 different eyes – Market, Customer & Product. Because it is methodology driven and systematic, we depended far less on momentary individual brilliance or inspiration to trigger out-of-the box thinking."

Kapil Ghorse,
Vice Chairman, Sheeting International Marketing,
Trident Group



"We had TOC based workshops with Goldratt consulting in Europe, China and US to identify the constraints of our customers & design innovations for a sustainable business growth based on these insights."

Karoline Kalb,
Chief Human Resources Officer & Member of the Board,
WashTec; Germany

First Session (2 Days)

How to come up with the next big thing?

- Orientation for Breakthrough Innovation: Defining Value
- Devising the Strategic Canvas: Needs Map Analysis
- Looking at Current Value: Mystery Analysis
- Identifying New Value: 3 Eyes Analysis

Second Session (3 Days)

How to convert the idea to a successful business?

- Concept Design: Visualizing the concept and eliminating its main obstacle
- Concept Evaluation: The 6 Questions of Technology
- Market Evaluation: The 4 Quadrants of Change
- Fine Tuning Value Proposition
- Business Model: The 6 Dimensions

First Day: Team Work (on selected projects) with active hand holding by GC Team

Third Session (3 Days)

How to align all needed stakeholders to support it?

- Buy-In Process: The Layers of Resistance
- Aligning Value Proposition, Business Model & Execution Plan
- Visualizing the Sales Process: Virtual Brochure or Sales Presentation
- Business Assessment: Return on Investment
- Planning for Next Steps: Fullkitting & Rapid Feedback Loops

First Day: Team Work (on selected projects) with active hand holding by GC Team

PROGRAMME FACULTY

RAMI GOLDRATT

Rami Goldratt currently serves as CEO of Goldratt Group, the leading organization in Theory of Constraints (TOC) implementations. Over the years, Rami has been involved in consulting engagements with Retail, Automotive, Textile, Chemical and Service Industries all around the world. Rami is considered one of the most influential leaders of the TOC body of knowledge and is highly regarded for developing the TOC applications to Sales and Marketing. His ground-breaking implementations in this area have become the standard of TOC in sales. Rami was also among the pioneers in developing and implementing TOC applications for the education system – guiding hundreds of teachers around the world in applying the TOC thinking Processes for children's education.



SAIF QUREISHI

Saif Qureishi is an entrepreneur based in Mumbai. He's CEO and Managing Director of KRYFS Power Components Ltd., a company he founded in 1992, which is in the power sector and is in the businesses of renewable generation, transmission and distribution of electricity. Amongst the several awards that KRYFS has won, is also the prestigious ASSOCHAM innovation award in 2013, for its innovation in saving electricity by changing the design of the core in power and distribution transformers. Saif has a Physics (Hons) Bachelors degree from St. Xavier's college, Mumbai and an MBA from IIM Bangalore in 1988 and is the President of IIMB alumni association. He is passionate about TOC and its learnings and increasing the TOC community in India.



APPLY NOW

Teams of 1-6 people per company will be considered.

Contact: Divya Shori

Email: gs.india@goldrattgroup.com

Call: +91 8197023026

THE PROGRAM DATES

Session 1 : 11-13 June 2020

Session 2 : 9-11 July 2020

Session 3 : 6-8 August 2020

INVESTMENT (PER PERSON)

1 Delegate : INR 4,00,000

2-3 Delegates : INR 3,25,000

4-6 Delegates : INR 2,50,000