



Achieving the Impossible through Process Innovation

COURSE OVERVIEW

Process improvement initiatives seek to eliminate all waste, rework and defects from the current way of doing business. While striving for perfection within your current process paradigm is necessary at times, at other times it's more important to destroy the very process you're trying to perfect.

Most process improvement initiatives are paralyzed by their inability to create next-generation solutions. As Albert Einstein has said, "The significant problems we face today cannot be solved at the same level we were at when we created them." In other words, to get different results we must embrace radical change as our very best friend.

This workshop, led by process innovation expert and known author [Dr. Phil Samuel](#), will greatly challenge you to move beyond doing business better to stop doing what you're doing to doing what no one else is doing to even doing what cannot be done. He'll do this by teaching a repeatable approach to process innovation, along with associated techniques and tools.

As only he can, Phil will teach an alternative approach for creating business breakthroughs via systematic process innovation. And he'll demonstrate how to manage the yin and yang nature of process improvement and process innovation—how to simultaneously fulfill the promises of today and meet the challenges of tomorrow.

LEARNING OBJECTIVES

After attending this workshop, you'll be able to:

- Describe the difference between self-reported customer needs (voice of customer) and more forward-looking *jobs to be done*.
- Identify a repeatable method for engaging in process innovation, along with associated tools and techniques.
- Assess when it's time to drive continuous improvement and when it's time to abandon your current processes in favor of new approaches.
- Plan process innovation initiatives and identify the critical success factors involved in implementing them.
- Simultaneously manage process improvement and process innovation projects that are tied to strategic priorities.

HOW YOU WILL LEARN IT

Classroom

This hands-on, regionally based workshop is focused on the immediate practicalities of process innovation. From the expert who's led dozens of companies and hundreds of individuals through the verities of process innovation, this workshop will give you the most possible value in the shortest possible time.

The one-day event will be power-packed with interactive discussion, individual exercises and group work to practice and apply what you learn. On top of this, you'll network with other participants from other companies and industries, glean wisdom and insight from each other.

You'll also work with your workshop leader and peers to solve a process-innovation problem scenario—or identify a real *job to be done* in the field outside the classroom via ethnographic observation, define the associated process innovation problem, then work together to solve it.

Whether you're in manufacturing, healthcare, financial services or any other environment, the examples and specifics of this workshop will be tailored to your needs. The master instructor, [Dr. Phil Samuel](#), will ensure that his teaching connects to all participants and their unique circumstances.

COURSE AT A GLANCE

Course Length

Classroom: 1 day

Cost

Classroom: \$ 399



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Prefer customized training at your location?

CALL for details > +1 303-827-0010