

Innovation Workshop

A Process for Success...

Thursday
November 1, 2018
8:30am-12:00pm

\$75/person

Breakfast included

Registration ends October 25th



500 Galliher Dr.,
Fairmont WV 26554

[Click to Register](#)

For more information, or questions:

David Carrick

david.carrick@mail.wvu.edu
412.327.9119

Dee Hayes

deedre.hayes@mail.wvu.edu
304.376.3346

Why Innovation?

Whether it be identifying new products, or new processes, companies with a focus on innovation realize 50-100% more growth and profit over a three year period.

Product Innovation

The driving force behind this growth is a common thread between ideas, products, and markets. That thread is often a systematic approach to how companies not only define and evaluate good ideas and their market potential, but also the diversification of existing products and capabilities into new markets as well.

Process Innovation

Using a systematic approach to innovate internal processes and procedures is critical to the success of any company. This allows companies to maintain a competitive advantage over the competition by maintaining a stance as industry leaders, leaving the competition to try and keep up.

About This Workshop

Whether you have a new product idea, need to reduce cost, decrease turnaround time, or are interested in ideas for growing your business, this workshop will introduce a systematic process for identifying, vetting, and launching successful ideas.

Topics to be discussed include:

- Introduction to Innovation
- Identifying your vision for innovation activities
- Developing and defining good ideas
- Understanding potential threats to the success of an idea
- Calculating the potential financial impacts of ideas
- Choosing the right market for your ideas
- Finding a balance between new ideas and existing products