

# Innovation Workshop

## *A Process for Success...*

Thursday  
August 16, 2018  
9:30am-1:00pm

**\$50/person**  
Breakfast included  
Registration ends August 15<sup>th</sup>



One Cabela Drive  
Triadelphia, WV 26059

[Click to Register](#)

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### 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