

Strategic Innovation for the New Business Environment (Formerly known as *Driving Profitable Growth with Strategic Innovation*)

- Drivers of innovation success
- Discovery of the next wave: marketplace trend analysis
- Incremental innovation vs. radical innovation
- Forecasting success: hearing the voice of the customer
- Strategic differentiation
- Successful innovation business models
- Creating an innovation receptive culture
- Innovation and corporate entrepreneurship
- Design and delivery of world-class innovation

Questions- please call 1-800-UNC-EXEC