



# PRODUCT INNOVATION MASTER CLASS HOW TO BECOME A SERIAL INNOVATOR

## Product Innovation Master Class: How to Become a Serial Innovator

NOV 1-3, 2022 | VIRTUAL

Global tech companies may generate a lot of press, but everyday innovation occurs in all industries, even if most of it never makes the front page. Those delivering these new products – *Serial Innovators* – enjoy repeated success. What can we learn from them and how can you apply it in your own company?

Join innovation and product development expert Professor Abbie Griffin, and long-time innovation practitioners John Mitchell and Kristyn Corrigan of Applied Marketing Science for a three-day workshop to up your innovation game.

### WHAT WE WILL COVER

In this workshop you will learn how to formulate and develop strategically important new product development projects, how to gain acceptance for them in your organization, and how to increase their (and your) likelihood of success. The session will cover important topics every innovator must master, including:

#### FORMULATING THE STRATEGIC OPPORTUNITY FOR INNOVATION:

- How to analyze stakeholders' objectives to determine which innovation projects will get funding
- How to determine where innovations fit within your company's portfolio
- How to align innovation projects with your technology roadmap
- How to build a compelling business case at the early stages of an innovation project, despite fuzzy financial projections

#### TARGETING THE RIGHT CUSTOMERS AND THE RIGHT CUSTOMER PROBLEMS:

- How to ensure that product development aligns with customer needs
- How to determine when in your innovation process to get insights from customers
- How to hear and act on what customers are telling you

### WHO SHOULD ATTEND

This workshop is for product developers and managers, marketing professionals, R&D scientists and engineers, and others involved in new product development at established companies. The content is geared toward practitioners and managers who are responsible for bringing innovations to market, including finding opportunities, creating solutions, and launching successful products.

### FACULTY



**ABBIE GRIFFIN, PH.D.**  
*Royal L. Garff Presidential Chair  
in Marketing, David Eccles  
School of Business*

Prof. Abbie Griffin, Ph.D. is Royal L. Garff Presidential Chair in Marketing at the David Eccles School of Business and Associate Dean for Business Innovation in the Medical School of the University of Utah. Her research focuses on how to improve technology management and new product development. She is the author of "Voice of the Customer" and "Serial Innovators: How Individuals Create and Deliver Breakthrough Innovations in Mature Firms."



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## WHAT WE WILL COVER (CONT.)

### BUILDING THE RIGHT TEAM FOR SUCCESSFUL INNOVATION:

- How to develop an effective innovation team based on personalities, skills, and attitudes
- How to keep the team on task in the early stages of innovation when the direction isn't yet clear

### SELLING YOUR IDEA WITHIN YOUR ORGANIZATION:

- How to gain early buy-in from stakeholders
- How to create a persuasive pitch for leadership
- How to overcome initial obstacles

## TIMING

The workshop will run from 11:00 a.m. to 3:00 p.m. Eastern Time (ET) each day.

## PRICING

Tuition for the workshop is \$1,695 per attendee, which includes all course materials. Participants who register before August 1st will receive a \$200 discount per person on regular rates. Companies who register two or more participants will get a \$400 discount per person on regular rates.

Enrollment is limited to 20 participants to maintain a seminar format and encourage participation.

To reserve a spot in this course today, [visit our website here](#) or email Rachelyn Provencher at [rprovencher@ams-inc.com](mailto:rprovencher@ams-inc.com).

## About Applied Marketing Science

For more than 30 years, Applied Marketing Science has been the authority on turning customer insights into innovation. Co-founded in 1989 by Dr. John Hauser, Kirin Professor of Marketing at the Massachusetts Institute of Technology and co-author of the landmark paper, "The Voice of the Customer," AMS has helped professionals at hundreds of global companies apply the Voice of the Customer and other techniques to create innovative products and distinctive customer experiences. To learn more, visit [www.ams-insights.com](http://www.ams-insights.com) or call us at (781) 250-6300.

## FACULTY



### JOHN MITCHELL

*President & Managing Principal*

Over a 25-year career in market research, product marketing, and strategy consulting, John has served clients across fields such as medical devices and life sciences, software and technology, and travel and hospitality. His insights have been featured in Harvard Business Review and The Wall Street Journal. John has been a guest lecturer at MIT, the University of Chicago, the University of Illinois at Chicago, Northeastern University, and the Harvard Innovation Lab.



### KRISTYN CORRIGAN

*Principal & Innovation Lead*

Kristyn has 16 years' experience helping B2B organizations improve their product development agility and success rates. Through her involvement in The Product Development and Management Association (PDMA) she provides thought leadership related to product development education/certification and the advancement of research methods. Her published work has been featured in the Journal of Product Innovation Management, Fast Company and Marketing News. She has guest lectured at several institutions, including the MIT Sloan School of Management.