

The Thriving on Innovation Series

Your Fast Track to Customers who Love You

“When consumers are setting the pricing and competitors know the same things, it’s time to develop a ‘thriving’ mentality, so you won’t have to compete head to head.”

- Lynda Curtin

This series is designed for in-tact teams to broaden their understanding of innovation. To help shift the focus from thinking about the competition to being the competition - a thriving mentality. Each session is 1/2 day. Schedule at your convenience. Take the series, or take the one that meets a pressing need. Kick off an off-site. Jump start a new team. Break routine.

Team Talent: How-to Innovate with CARE

Business continues to grow and change, fast. Understanding the strengths and weaknesses of your teams’ innovation skill, and where your business, product, or company is positioned on the paradigm curve is essential. The purpose of this session is to conduct an assessment of your team and your business; to raise the awareness of the skill, effort and guts required to be successful; to start the process of learning.

Who on your team is talented at going beyond the obvious, and is not constrained by the fear of failure? Who can instantly recognize the value of a new idea or trend, and actively carry it forward? Who is talented at thinking through the idea to examine how it can be improved and implemented? Who is skilled at implementing ideas in an orderly manner? Help your team thrive!

How-to Make it Easier for People to Accept New Ideas

New ideas represent change. We are asking our customers to do something different. To boost our success rate it is surely helpful to give the idea a very robust workout from their point of view. The purpose of this session is to introduce you to 10 tactics that provide a great idea screen. The intention is to strengthen the probability your ideas will be accepted with a lot less resistance. This is a hands-on working session. We will apply to the ideas you are working on - products, services, processes. Sell ideas that will thrive!

How-to Think Like a Customer to Boost the Bottom-line

Customers are not “experts” in your product. What is obvious to you isn’t always obvious to your customers. The purpose of this session is to conduct a hands-on provocative, perhaps uncomfortable review of your marketing efforts - packaging, advertising, use and care guides, instructions, user manuals, website, signing, literature; anything that communicates with your customers. We need to get to the point where our marketing efforts answer our customers questions, so that they can make a purchasing decision, without having to ask a question. Excellent customer connection is even more critical in e-business. Think like a customer to thrive.

“I’m not interested in whether we are better than the competition. The real test is, will most buyers still seek out our products even if we don’t market them?”

- Hasso Plattner
Vice Chairman, SAP

“Give your customers the ability to do what they can’t do, but would have wanted to do, if only they knew they could have done it.”

- Daniel Burrus
Techno Trends

“If we had similar progress in automobile technology (as we have had in computers in the last 30 years) today you could buy a Lexus for about \$2. It would travel at the speed of sound, and would go about 600 miles on a thimble of gas.”

- John Nesbitt
Global Paradox

The Innovation Network Represents: Lynda Curtin • The Opportunity Thinker
To book Lynda Curtin contact: Andrea Woodward
Phone: 805-563-1438 • Email: Speakers@thinksmart.com