



INNOVATION

Innovation is the most powerful strategic practice that will give your business strength and value.

Innovation is not beyond your reach.
If you know how, you can.

INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER

นวัตกรรม คือ สิ่งที่ยกกระหว่างผู้นำและผู้ตาม

STEVE JOBS



INNOVATION & SUCCESS

When everything is “online”, your competitor can basically be from anywhere in the world. Your market share can easily be stolen from someone who is a world apart. The Chinese can copy and market your product within days.

Ultimately, we have reached the point where we need to differentiate in order to survive. But how can you keep your competitive edge in today's ever changing market and demands?

BENEFIT

- This course will show you how Innovation can be used as your most secreted weapon. Many of you may think that innovation cannot be applied to SMEs or local Thai companies, but, on the contrary, innovation can be used anywhere. You don't have to have the most HI-TECH equipment or technology, you just need to know when, where and how to apply innovation.

- Join us to gain a deeper understanding of what innovation is and how to smartly apply it to your business.

- Innovation, for profit, for sustainability

COURSE OUTLINE

1. Lecture

1.1 What is innovation

1.1.1 The true meaning of innovation

1.1.2 Type of innovations

1.1.3 Innovation theories

1.2 Cycle of Innovation

1.2.1 Where did innovation come from?

1.2.2 Evolution of innovation

1.2.3 Value of innovation

COURSE OUTLINE

- 1.3 Innovation and its application
 - 1.3.1 Innovation management
 - 1.3.2 Opportunities that innovation can lead
 - 1.3.3 Strategic Innovation
- 1.4 Case studies

2. Workshop

- 2.1 Information exploration, collection and application
- 2.2 Thinking outside the box
- 2.3 Understanding your business, apply your innovation
- 2.4 Implementation and test trials
- 2.5 Strategy VS. world trend

REGISTRATION

- Exclusive Private Class

For management levels who needs privacy and flexibility for class hours.

- Price: 45,000/person (excluding tax).

For early birds, applying 15 days before course begins, you will get 5,000 baht discount per person (excluding tax).

- Course duration: 2 days

- 5-15 persons group

- Price: 15,000/person (excluding tax)

For early birds, applying 15 days before course begins, you will get 2,500 baht discount per person (excluding tax).

- Course duration: 2 Days

- 20-50 persons group

- Price: 10,000/person (excluding tax)

For early birds, applying 15 days before course begins, you will get 500 baht discount per person (excluding tax).

- Course duration: 2 Days

- Customization – please contact all@innovativedesign.co.th for more information

REGISTRATION

เรียนรู้เพื่อเปลี่ยนสู่สิ่งที่ดีขึ้น