

From iDea to iDeal

Delivering Innovation: Practical Tools to Grow Your Business

It's a familiar situation. How do you think of creative ways of communicating your product benefits and accurately focus on the enduring theme that will set you apart from the competition? Most teams rush around and fall victim to the 'Dopeler Effect'.....

'Dopeler Effect': *The tendency of stupid ideas to seem smarter when they come at you quickly¹*

From iDea to iDeal is an interactive one day seminar to help businesses to understand and learn specific, proven techniques that will help to deliver innovations to the market.

The seminar will address four main themes which are crucial to innovation delivery:

- **Covering the Innovation Space** – how different perspectives lead to new ideas
- **Identifying the Competitive Area** – structuring ideas as a precursor to strategy development
- **Strategic Brand Planning** – finding enduring ideas
- **Building a Brand Plan** – turning ideas into action



Who is this seminar intended for?

All those involved in innovation delivery particularly Marketing and Product Development Managers

What can you Expect?

An interactive mixture of ideas, the opportunity to try them out and practical tools to take back to your business.

Who will lead the Seminar?

Will Pugh and Ian Walton, who have been responsible for Innovation Delivery in a wide range of industries in Europe, Middle East, India and Asia.

Where?

Oxford: 14th September 2011
Manchester: 19th October 2011
London: 9th November 2011

Only £69 + VAT, with numbers strictly limited to 25 places to maximise your learning opportunity.

To book your place, please contact: info@coaching-ideas.com

Price includes morning and afternoon refreshments and buffet lunch



www.willpowerbrands.com

www.coaching-ideas.com

Coaching
IDEAS