



739 Longwood Drive Lake Forest IL 60045
philcorse@hotmail.com 847 778 7107

How to Deliver Profitable Incremental Sales with **Global Product Innovation**

*By Professor Phil Corse,
"New Product Practitioner"*

PHIL CORSE

Winner of "The Faculty of the Year" award in the Master of Product Development innovation program at Northwestern University in June, 2011

"I have worked on hundreds of new product client engagements and the missing ingredient has been the lack of successfully integrating basic marketing principles like positioning, branding and messaging in an iterative research process that shows 2D and 3D concepts vs. category leaders early and often in a stage-gate process.

Too often the focus is solely on feature set and functionality in the research." Phil Corse, Harvard Business Review, June, 2011, page 22



Purpose

This innovation program uses the above HBR quotation as its foundation. Most companies make the frequent mistake of only researching feature sets and price points. Innovative companies focus on:

- "Stage-gate process"
- "Integration of marketing principles/positioning/branding/messaging"
- "Iterative user research process" (focus is on consumer pain points)
- "Concepting in 2D/3D"
- "Emerging middle classes" (especially in Asian countries)

This outlines a product/service innovation program for companies and organizations of all sizes that are interested in designing, developing and launching innovative new products and packaging for global markets.

“Renovation” (line extending, brand stretching, selling adapted products in new countries) is an important part of the program.

The program can also be customized as an “Innovation Boot Camp” for a specific company or venture.

Program Description

Obtain the skills and learn how to design and develop innovative products and packaging to obtain profitable top line sales globally. This program will focus on practical and real world best practices, tips, techniques and case histories of designing and developing products for the US, developed and emerging countries. Key themes are:

- Innovation stage-gate process
- Principles of marketing for global new product developers
- Customer focused innovation and renovation
- Qualitative and quantitative innovation market research
- Emerging middle classes” (especially in Asian countries)
- Reverse/open innovation
- Advanced market segmentation, targeting and positioning
- Design thinking and industrial design
- China/Asia product development/sourcing

Program Format

2 to 3 days

Incubation exercise/pre reading

3-4 interactive lectures per day

1-2 breakouts per day

2-3 case studies

Culture safari/scavenger hunt

Group application final project

Program Leadership

● **4 Faculty/Practitioners**

Phil Corse develops, organizes and designs the innovation program and will be the instructor for several modules and exercises. His background is at:

www.pcorse.com

http://www.kellogg.northwestern.edu/Faculty/Directory/Corse_Phillip.aspx

Instructors will be carefully selected from Phil Corse's network of contacts from developing new products and packaging in/for companies, clients and from his 20 years of participating in, leading and conducting innovation programs. See below:

Program Costs and Timing *(preliminary)*

The participant cost for a standard program is \$ ____ per day, excluding travel related costs such as air, hotel and food. This assumes the number of attendees is between 25 and 50.

Custom programs and Innovation Boot Camps will be quoted separately.

Programs can be designed and delivered in 4-6 weeks.

Program Contact

For information and to discuss your particular needs, please contact Phil at philcorse@hotmail.com