



Innovation is...

...a new product?

Maybe, but innovation can also be a mindset, a culture, a leadership style... Of course if you're hoping to produce the next image capturing device, you'll be embracing **all** facets of innovation!

...expensive?

Not necessarily - innovation could in fact save you money and time. Many companies realise the importance of innovation, but are unsure how to make it a priority in an affordable manner. We've developed this trio of workshops to bring innovation within your reach.

...a threat?

Innovation is only a threat if your competitors are better at it than you! These workshops are designed to equip you with innovation tools and skills to enable you to stay at the top of your game.

...what? I'm not even sure exactly what **innovation** means!

Innovation is the successful exploitation of new ideas. This means creating a culture where ideas can develop, and then knowing how to put them into practice as quickly and effectively as possible.

Designplus and Park Royal Workforce present a trio of Innovation Workshops

The workshops take you from a broad introduction to innovation, through the barriers and challenges faced by companies, into a discussion and description of the tools and methods used by innovative companies. We will use tools and discussion to identify the issues facing your company, common issues within the group, and what differentiates your needs.

We then focus on the role of Research & Development in an innovative company and specifically look at the challenges facing contemporary R&D professionals. Issues relating to portfolio management (how to choose the right projects); outsourcing and collaboration; Integrating and applying market or user facing tools; Visioning & Scenarios; Improving Creative performance.

Workshop facilitators

John Boulton is a founding director of an Innovation Culture Consultancy and is also Associate Professor of Design Strategy at Brunel University where he lectures on Innovation and Creative Enterprise.

Maria Ana Neves is a strategist for business and social change through innovation. A trained designer, she also lectures and tutors on Central St Martins' Innovation Management MA, and works with a wide range of local and global clients.

To find out more about these workshops, see www.designplus.org.uk and to book your place, contact: Danuta Joyce on 020 3110 2372 or email djoyce@parkroyal.org.

Spot the difference?



Twinings Everyday Tea



Supermarket own brand tea

Most of us wouldn't notice the difference between these two cups of tea. They both contain an everyday blend of tealeaves. Neither claims to be able to cure the common cold or make your hair curl. Put the teabags in their boxes, however, and one on the left can command a price

60% higher than the other.

That's the power of a brand.

Some other examples of price differentials achieved by premium brands over products of a similar specification...

Dyson: +67%

Absolut Vodka: +40%

Bosch Power Tools: +57%

Designplus and Park Royal Workforce present a trio of Brand Strategy Workshops

The Designplus Brand Strategy Workshops offer you a chance to assess what unspoken messages your business is communicating to your customers. Of course, it's about much more than teabag boxes – we'll examine the very core of your values, processes, challenges and goals.

Don't leave it to chance – book on a workshop today and develop your own brand strategy to:

- **build profits through building brand value**
- **be one step ahead of your competitors**
- **retain trust and credibility**
- **get your brand chosen**

Our workshop programme is accredited as Continuing Professional Development by The Chartered Institute of Marketing (CIM), The British Interior Design Association (BIDA): and The Chartered Society of Designers.

Workshop facilitators

Dr Ray Holland PhD MSc ACIS directs the Masters Design Strategy programmes at Brunel University and is one of the pioneers of design management education in the UK.

Chris Holt has worked as design director for corporations such as P&O Group, Sea Containers and British Airways. Now an independent consultant in design management, brand and corporate identity, Chris also lectures at a number of universities including Brunel.

Dr Busayawam Lam PhD MSc BA is a university lecturer in Design and Branding Strategy who has worked on a wide range of research projects including new product development process, Rapid Prototyping (RP) and Rapid Tooling (RT).

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