

Innovation

Employee Retention

Business Development

Inspiration

Networking

Executive Workshops



A 7 Day trip to the USA for Global Leaders

that includes:

- Workshop on inspiring leaders for disruptive growth through innovation
- Workshop on creating a culture of innovation
- Workshop for Customer centered Innovation for IT, BPO and KPO success
- Workshop with the employee retention man for fortune 500 companies
- Visits to the most innovative places in North America

and much, much more...

Why should you attend?

- If you are a CEO, Innovation Trip will get you focused on what innovative path your organization and people need to follow to make it the next big thing.
- If you are in charge of HR and leadership development in your organization, Innovation Trip will give you insight and tools for solving attrition problems with a proven and innovative approach that has worked well for other organizations which faced similar problems.
- If you are in charge of Research and Development, you will be back with the knowledge and hands-on workshop of cutting edge research and development techniques. Spending a few days with the biggest inventors and the greatest universities of the world will get tremendous enthusiasm within you for generating innovative solutions to your products, services or generating fresh new areas to add revenue streams for your organization.
- If you are thinking of harvesting the global KPO outsourcing market, Innovation Trip will get you back with a wide spectrum of vision and skills to effectively execute and develop your KPO business.
- If you are a project manager or a fresh new engineer, Innovation Trip will give you just the right kind of experience and training in a week's time to set a clear growth path in your organization for you by being alert to and believing in innovations.

Who Should Attend?

- CXO level
- Vice Presidents from HR, Research and Development, Operations, Delivery Managers
- Directors
- Project Managers
- Bright young staff in companies

Industries

- IT
- BPO
- KPO
- Manufacturing
- Leaders from any industry who are looking to tap global markets through niche and innovative areas

Overview

Using Innovation Trip, leaders, managers and bright staff can take away the culture of innovation from America and apply it back to their companies worldwide. Innovation Trip will energize their staff, unleash the true needs of their customers with customer-centric innovation methodologies (without actually asking them) and enhance process innovation as a teamwork in their organizations to better serve their customers abroad.

Methodology

Innovation Trip is a new concept in corporate workshops and training programs for top and middle management. Innovation Trip adds excitement and effectiveness to the training by combining it with visit to places which will inspire executives to implement the topics that they learned.

Innovation Trip facilitates this by provoking the power of imitation, seeing those things in action that have been formed by practical implementation of skills learned. Visit to man made glories and innovative places awakens the belief in execution of challenging tasks and overcoming complex industry problems.

A 7 day schedule also strengthens networking amongst people that executives meet.



Programs and Agenda

Day 1: Boston, MA

Workshop Agenda: Customer Centered Innovation in IT, BPO and KPO

Highlights and Topics

- Managing the innovator/management/worker relationship
- Establishing a baseline
- Participative design methods and techniques
- Competitive analysis
- Ethnographic research techniques
- Rapid prototyping
- User feedback
- The business case

Day 2: Harvard Business School, Boston, MA

Workshop Agenda: Enabling disruptive growth through innovation.

Highlights and Topics

- Disruptive innovation theory (sustaining versus disruptive innovation)
- Aligning organizational capabilities for growth
- Strategies for disruptive growth
- Classifying innovations
- Case Study Discussions

Day 3: Travel and Leisure in Silicon Valley

Day 4: Stanford Campus, Palo Alto, CA

Workshop Agenda: Creating a culture of Innovation

Highlights and Topics

This workshop reveals how to engage people in their company's purpose, change mindsets, and create systems that result in greater participation and innovation. The scenario is discussed with live case studies and successes with respect to two fortune 500 companies driven by innovation.

Day 5: Stanford Campus, Palo Alto, CA

Workshop Agenda: Retaining your most valued assets. Your employees!

Highlights and Topics

This workshop shows how to successfully fight destructive turnover in your organization. The program includes lecture, discussion, Q&A, break-outs as well as video clips from popular movies illustrating many of the concepts.

Day 6: Last Day Surprise in California

About the Company

IcniVad, Inc. has helped a fortune 500 company establish its Research and Development center. It serves the innovation needs of clients like Verizon, Pitney Bowes, Applied Materials, General Electric, and The Coca-Cola Company. Successes of IcniVad, Inc. include a portfolio of innovations generating well over \$500 million of value for their clients, as well as a diverse patent portfolio ranging from telephones and robotics to novel business process designs.

About the Company

Innosight, LLC helps companies improve their ability to generate new growth through innovation. Consulting and executive training services of Innosight, LLC facilitate the discovery of new, high-growth markets and the creation of breakthrough products and services. Innosight, LLC approach is the result of in-depth work with companies such as Motorola, Aetna, Microsoft, Unilever, and the government of Singapore - all of which have applied Innosight, LLC thinking to manage various aspects of innovation.

About the Company

Originaliti[®] invents transformational products & services that help individuals contribute their diverse talents to achieving different business results. Originaliti[®] has created transforming experiences for companies like Xerox, GE, Hilton Hotels, Deloitte and Touche and Hallmark. Fortune 500 companies use Originaliti[®] to help people think and act in new ways. Transformation experiences from Originaliti[®] help whole companies of people change and grow learn, innovate, collaborate, share knowledge, develop new business models, lead, and get closer to customers thereby creating a culture of innovation.

About Ken

Besides top-drawer expertise in recruiting and retention, Ken is also an authority on team-building and how to put together a package of talent that will make company shine. That's why companies such as FedEx, McDonald's, PepsiCo, and Taco Bell have turned to Ken to address their attrition problems. Ken is the author of Recruiting Excellence (2000), Retaining Employees (2002).

Other Attractions

Tech Museum of Innovation and MIT Museum.

About the Trip

Innovation Trip is a product of BrainReactions LLC. BrainReactions innovates new concepts and services for Fortune 500 companies with its unique methodology. BrainReactions is building itself as an innovation generation hub for all companies, big and small. Client list of BrainReactions includes the United Nations and Fortune 500 companies like Bank Of America, Intuit, Inc. and Pitney Bowes. BrainReactions' CEO Anand Chhatpar was recently featured on Business Week online magazine's 'Best Entrepreneurs under 25'.

Meet the Experts

Mark Johnson

President, Innosight, LLC

Jonathan Wolfman

Chief Imagination Officer, Icnivad, Inc.

Howard Citron

Chief Innovation Officer, Icnivad, Inc.

Sue Baechler

Founder and CEO, Originaliti Media Inc.

Ken Tanner

Employee Retention Man

“Innovation is the specific instrument of entrepreneurship.

The act that endows resources with a new capacity to create wealth.”

- Peter F. Drucker

Registration

Innovation Trips beginning April 2006. Registration is now available to select individuals and companies. To find out about pricing and how to register, check for details on this website:

www.innovationtrip.com

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