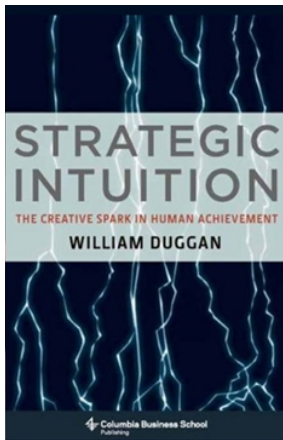


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STRATEGY & INNOVATION



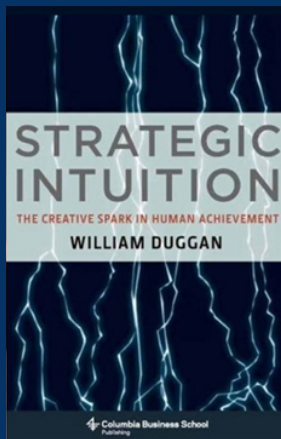
Where Innovation
& Strategy
Meets Business



March 5th 2012 | New Delhi
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BEST STRATEGY BOOK OF THE YEAR

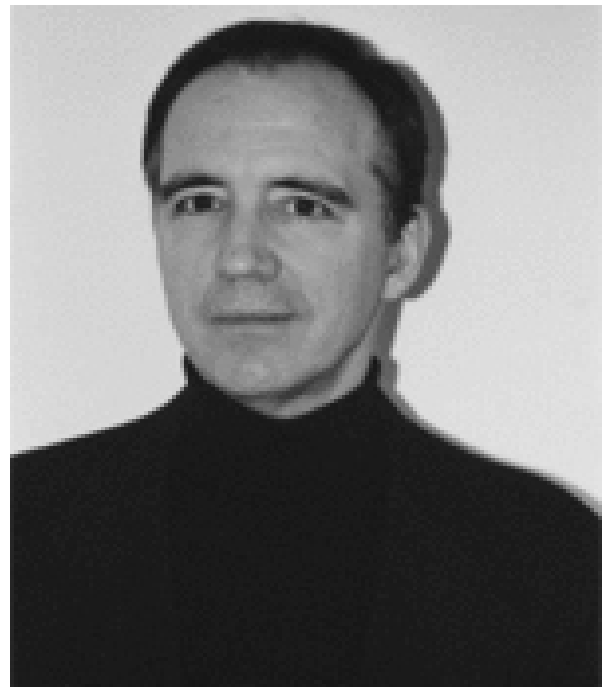


How will you benefit from **STRATEGY & INNOVATION** Program

Through an understanding of “intelligent memory,” the brain’s synthesis of a subset of elements it takes in, you will gain insights into determining your goal and how to achieve it.

- Find out what neuroscience tells us about how creative ideas happen.
- Learn the four key steps that make strategic intuition occur and how to improve your ability to generate creative ideas.
- Acquire the Insight Matrix, a tool that allow you to apply strategic intuition to strategic or creative problems.

Strategy+Business



William Duggan

Professor William Duggan is the author of three recent books on creative strategy as the key to innovation: *Napoleon's Glance: The Secret of Strategy* (Nation Books, 2002); *The Art of What Works: How Success Really Happens* (McGraw-Hill, 2003); and *Strategic Intuition: The Creative Spark in Human Achievement* (Columbia Business School Publishing, 2007). In 2007, the Strategy+Business named *Strategic Intuition* “Best Strategy Book of the Year.”

AGENDA

Where Innovation & Strategy Meets Business
The William Duggan Executive Masterclass

9.30 - 10-30 Creative Strategy: What Is It?

- Understand your own strategic thinking model
- The science of strategic thinking

10.30 - 10-45 Break

10.45 - 12-00 Creative Strategy: How It Works

- The four steps of creative strategy
- Case examples of creative strategy in action

Lunch 12:00 to 1:00

1.00 - 2-30 Creative Strategy: As a Business Method

- Creative strategy as part of strategic planning
- Lessons of creative strategy for company culture

2.30 - 2-45 Break

2.45 - 4-00 Insight Matrix: A Team Strategy Tool

- Brainstorming vs. team search
- Applying and adapting the Insight Matrix



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Organisation: _____

Name: _____

Position: _____

Organisation: _____

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Position: _____

Organisation: _____

For additional delegates please use a separate sheet

EVENT

1-4 Delegates

(Please insert the number of places required)

5 & above Delegates

(Please insert the number of places required)

Strategy & Innovation
with William Duggan

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Please register _____ for INR 21,000* per place

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