

COMMERCIALIZING INNOVATION

A Practical Approach

Why Most Innovation Projects Failed to Commercialize?

This 1-day course provides a practical guide to building an innovative capability in any SME or large/MNC organization. During the day, we'll cover the drivers of corporate innovation, develop strategies to build and foster innovators and cover practical business planning and commercialization skills for on-the-ground innovators who need help taking ideas and turning them into sales.



BENEFITS

1. Practical, real-world approach with take-away skills
2. Coaching session on identifying and reversing derailing behaviors and processes
3. Immediately drive market-driven innovation once you are back to your desk

WHO SHOULD ATTEND?

Mid or early career managers who are keen to break out and make big changes in their firms but who, today, may not be sure how to start, or feel constricted by the environment inside a company.

Date : 16 Oct 2012

Time : 9.00am - 5.30pm

Venue : Grand Dorsett Subang Hotel
Jalan SS12/1, Subang Jaya
47500 Subang Jaya Malaysia

OUTLINE

- Innovation Fundamentals
- Becoming an intrapreneur
- Internal organizational influence and sales
- Business planning and execution



ERIC TACHIBANA

Entrepreneur, Managing Director of eXtropia Holdings, author of 7 books on technology development and innovation management Adjunct Associate Professor at National University of Singapore

Eric Tachibana is currently the COO for UBS' Regional Chief Technology function. Prior to that, Eric was Regional COO for Markets, Banking and Wealth Management for Bank of America Merrill Lynch. In both roles, Eric was responsible for the regional innovation program. Before that, Eric was an entrepreneur for 15 years, exiting several regional start-ups.

Eric also teaches innovation in the National University of Singapore business school at the MBA and undergraduate levels.