

# Successful innovation is not a matter of luck.

Does your innovation process sometimes yield products or services for which there appears to be no market? Do good innovations come too late? Has customer demand already changed before your new product even reaches the market? Are your innovation costs balanced with the expected revenues? Does your innovation process contribute to a balanced portfolio? Or does luck play an important role in your effort to stay ahead of the competition?

Wouldn't it be nice to rule out luck from the innovation process altogether, so you would know for sure it delivers the right product, with the right characteristics at the right time, at the lowest possible cost? This is exactly what Lean Innovation Management enables you to do!

October 8  
or  
December 8  
2009



Leading - to World Class Performance

Innovation is a key strategic driver for most respectable companies. However, many struggle to develop the right innovation portfolio and to deliver innovation projects to the market on time and in full. This is why many companies tend to question the effectiveness and efficiency of their R&D operations and innovation processes, which they find quite difficult to grasp.

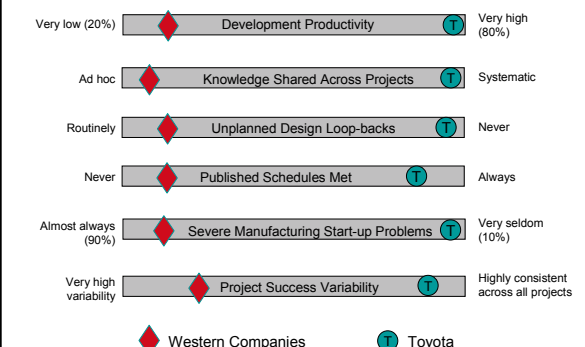
The Arthur D Little Global Innovation Excellence Study (2005) concluded that Innovation Excellence can boost EBIT Margins by 4%. Top innovators generate 2.5 times more sales of new products, and their innovation investments yield results more than 10 times as high as their competitors'.

### Proven track record

With their unique Lean and Knowledge Management tools, Toyota have a proven track record in generating up to four times more innovation productivity than nearly any other company. They developed tools that have significantly reduced their development time and cost, whilst diminishing the risk in their innovation program.

The results of the extensive NCMS study shows the real performance difference between Toyota and a large number of Western Companies operating in a wide range of sectors such as Engineering, FMCG and B2B.

Real Innovation Performance Differences Observed at Toyota



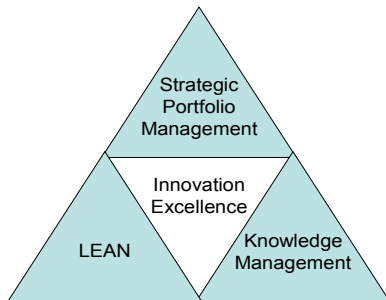
## How well are you doing?

We have found that managers, when questioned, tend to judge their companies' performance on these key indicators for successful and effective innovation to be largely insufficient. We urge you to think about your own current scores on these six indicators.

## How well could you be doing?

Kloosterman Lean Management Consultant and Blom Consultancy offer a 1-day Lean Innovation Awareness course to help you discover the basic principles for change. The course is based on hands-on experience and covers the basic principles of three inter-related building blocks for establishing Innovation Excellence.

- The building blocks for Lean Innovation Management



- 1 Best practices for strategic innovation portfolio management.  
Make sure that your innovation project portfolio will deliver the strategic objectives of your company
- 2 Lean Innovation Processes.  
Lean Innovation is about the relentless elimination of non-added value activities
- 3 Knowledge Management.  
Toyota's basic principles for capturing the knowledge that usually resides in people's heads in such a way that it becomes available to all, in all current and future projects

Discover and understand how Lean Innovation could work for you! This is your perfect opportunity to dramatically change and improve your innovation capability and productivity.

## Eliminate luck from your innovation process

The course targets senior R&D, innovation and business managers responsible for the innovation output in their organization who want to enhance the effectiveness of their innovation management efforts.

If you feel your innovation process can do better and if you are ready for a challenge, then join the Lean Innovation Management Course, to be held in the vicinity of Amsterdam on October 8 and December 8. Participating costs only € 495 (exclusive of VAT). Subscribe via [www.blomconsultancy.com/eng/index.html](http://www.blomconsultancy.com/eng/index.html), or send an email to [info@blomconsultancy.nl](mailto:info@blomconsultancy.nl). For further details, please call +31 499-427 979 or visit our website.

## We will do better together

Jan Kloosterman and Blom Consultancy are both passionate to get to know you and gain more insight into your business. Besides the 1-day awareness course, we also offer custom-made in-depth training and coaching programs, to help you develop and implement more effective and efficient Innovation Management practices.



Kloosterman Lean Management Consultant

*Jan Kloosterman has over 25 years of hands-on experience in Innovation and Supply Chain Management. As senior R&D Director in companies like Unilever, Sara Lee and CSM, he has been a key driver internationally in changing improvement methods for innovation output based on the best Lean Management approaches. In addition, he has a proven track record in waste fighting in the area of Innovation Management.*



*Blom Consultancy has been a leader in the field of continuous improvement for over 15 years; Leading – to World Class Performance. We help organizations become World Class. We do this globally from our offices in the Netherlands, Belgium, Germany and Hungary. We are able to help you directly in your organization and in cooperation with reputable partners.*