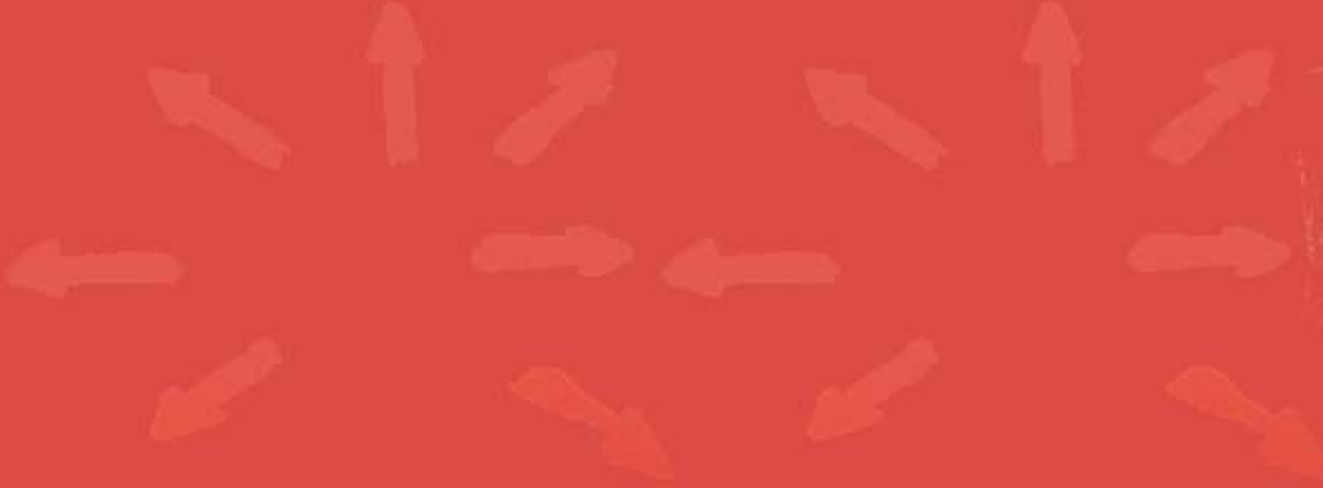


**Discover  
your  
Innovation  
Sweet Spot**





## A Workshop on Systematic Innovation for Business Leaders

- Discover your Innovation Sweet Spot



By **Erez Tsalik**, Director of Asia Pacific Region, SIT

**Friday, 13th May 2011 | 9:30 a.m. to 4:30 p.m. | The Leela Palace Kempinski, Old Airport Road, Bengaluru**

To achieve sustainable growth, organizations have to remain committed to innovation. Creating powerful ideas through the art of systematic innovation and overcoming your business challenges with the unique SIT methodology for 'Innovation on Demand' is the key to the business transformation you aspire to achieve!

**About the Workshop:** This master class will introduce the SIT innovation methodology that has been proven and has helped hundreds of businesses turn innovation into their primary means of attaining necessary business goals and objectives, all the while raising personal employee motivation to innovate to new heights and elevating energy levels within the organisation as a whole.

The session will intrigue participants in the systematic innovation methodology that guarantees that anyone – anywhere can realize innovative ideas for the business. Participants will be faced with the reality of their own cognitive fixedness, which is most frequently the main personal barrier to innovation and will begin to understand the organizational mechanisms that are more often than not responsible for the blockading of innovative thinking within the business.

The session will be held in a dynamic and interactive mode – with exercises, applied thinking processes, and humoristic elements meant to provide a microcosmic example of how an innovative process should look and feel.

**About the Theme:** SIT's method derives from the work of Genrich Altshuller, an engineer from the former Soviet Union. Through his exhaustive study of many thousands of patents, Altshuller came to see that creative solutions share common patterns, and, based on this insight, developed a methodology for generating innovative ideas. His method gained popularity in Israel in the 1970's, and served as the basis for SIT - Systematic Inventive Thinking.

SIT's method adapts Altshuller's ideas to make them relevant beyond the realm of engineering; today SIT is applicable to nearly any enterprise which requires innovative and creative thinking. Since the founding of SIT Ltd in 1996, the method has been successfully applied in hundreds of companies and organizations, across a wide range of sectors, and in dozens of countries.

It's hard to make an entire organization more creative; just consider how hard it is for any one of us, as individuals, to change the way we think. Organizations, like people, don't change overnight - especially when the change involves such hard work. But SIT's experience with over 500 companies has taught us that any organization that's willing to commit itself to doing so, can, over time, create a culture and practice of Creativity.

SIT for Organizational Creativity applies all the SIT tools and principles to your organization's specific business, team, materials, and issues, and helps your people to do their everyday work - and to undertake their most important projects - more creatively, and thus more effectively. The theme also based on the Harvard Business Review's - Finding Your Innovation Sweet Spot –Now with 'Ideal for India'.

**To whom:** Directors, CIOs, CEOs, COOs, CFOs, Presidents, Vice-Presidents, General Managers, Entrepreneurs, Innovation Evangelists, Practitioners, Leaders from Industry, Academia, Government etc.,

## About SIT - Systematic Inventive Thinking



[www.sitsite.com](http://www.sitsite.com)

SIT Limited is a privately-owned company, based in Tel Aviv, Israel, with subsidiaries in Sweden and Germany, and alliances and partnerships in several other countries.

Since 1996, SIT projects have been conducted in 41 countries in North and South America, Europe, Southeast Asia, and Israel. We've worked with over 500 companies, including such industry leaders as: ABN Amro, Arla Foods, Campina, Comverse, Eastman Kodak, Ethicon Endo Surgery (Johnson &

Johnson), Intel, Nestlé, Newell Rubbermaid, Orbotech, Pearson, Philips CE, SAS, Scitex, and Teva Pharmaceuticals. We also work regularly with advertising agencies such as BBDO, Ogilvy, Leo Burnett, and McCann-Erickson.

A team of over 40 facilitators and consultants – supported by a small administrative staff with wide-ranging backgrounds and fields of expertise.

SIT SITE offer programs in five specific areas – all of which use SIT's trademarked methods:

- Problem Solving (PS) – defining the precise problem your organization is facing, and devising innovative ways of solving it;
- New Product Development (NPD) – working together to generate creative ideas for new products, lines, or categories;

- Marketing Communications (MarCom) and Advertising – developing new and effective ways to communicate about existing products, or working to develop and launch communication strategies for new ones;
- Strategy – coming up with novel ways of thinking about strategic issues;
- Conflict Resolution – applying SIT tools, and effective moderation techniques, to help you negotiate – and resolve – complex organizational and managerial conflicts.

SIT also offers an Organizational Innovation Program, a comprehensive program in which we work with you to develop a Culture and Practice of Creativity in your organization. We conduct programs that both teach participants new skills and processes, and help them to overcome the internal and external barriers that can hinder inventiveness.

## About Innomantra



[www.innomantra.com](http://www.innomantra.com)

Innomantra Consulting is a one-stop hub for full range of innovation solutions. Innomantra provides end-to-end solutions for clients focused on building a competitive position through innovation. We assist our clients in nurturing and managing product innovations and intellectual property in a systematic and effective manner.

Our main areas of expertise are

- Innovation Management
- Intellectual Property Management
- Strategic Business Incubation

We specialize in building a climate and culture of innovation in organizations through our robust approaches such as 'Organization Innovation Assessment', 'Futuristic Product/Service Portfolio Building', and 'Organizational Ecosystem for Innovation'. We design processes and build specific interventions based on client needs, organizational priorities and environment to create a transformational organization through innovation.

As technologists with expertise in intellectual property we are better equipped to understand and handle the innovation needs of our clients. We offer the whole gamut of services for Intellectual Property that include process audit, policy and process setup, portfolio management, IP valuation, licensing, research, registration & protection and education.

Innomantra also has strong partnerships with established European and US consulting firms, with vast experience in the field of innovation. Innomantra actively leverages their services for its client engagements in India.

We believe that organizations can establish a sustainable competitive position through continuous innovation. This can be achieved through an ecosystem that nurtures creativity, a customer focused product development approach, and effective management of intellectual property.

## Faculty:



**Erez Tsalik**

Director of Asia Pacific Region, SIT

SIT facilitator and coach. Information Technology expert, with Management Information System experience in Hi-Tech, advertising, and public authority organizations. Group facilitator and mediator. Erez is known to mesmerize the audience with his stimulating presentation techniques on Innovation for business which can be used in our day to day professional as well as personal lives.

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### Registration Fee:

₹ 30,000/- per delegate, Taxes as applicable.

The above fee is for the One day workshop with kit and lunch.

### Contact for Registrations:

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To make the workshop more effective in delivering its objective, the participation will be limited to 35 participants. To avoid disappointments organizations are advised to register their nominations at the earliest.