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*A Community of Product Development
and Marketing Professionals*



Measuring Your Ability to Innovate

Globalization has opened up new markets to U.S. companies, but has also increased competition here and abroad. Aggressive European and Asian competitors are eroding revenue and profit margins in many sectors.

It is becoming increasingly difficult to sustain a competitive advantage in today's competitive business environment. Core competencies such as quality and process excellences are becoming standard. Business capabilities such as design, manufacturing, distribution, marketing and even sales are increasingly being commoditized as outsourced services.

Companies increasingly realize that innovation is an essential to sustaining long-term competitive advantage. Organizations will need to significantly improve their ability to innovate in a repeatable and reliable manner. The discussion focuses on the innovation capability of an organization and how its innovation maturity can be mapped and measured. **Peter Flentov** will walk us through the competencies needed at each level in the Innovation Maturity Model, and will help attendees make an initial assessment of the level that predominantly describes their innovation capability.

Event Logistics

Presenter(s): **Peter Flentov**

Date & Time: 6:30 – 9 PM, Wednesday, January 23rd 2008

Location: Hampton Inn
255 Davidson Avenue,
Somerset, New Jersey 08873

Cost: Until Jan 16th, 2008: \$25 – PDMA Members, \$35 - Non-Member, \$10 – Student
From Jan 17th, 2008: \$ 30 – PDMA Members, \$ 40 - Non-Member, \$15 – Student

Format: Networking & Deli Buffet / Presentation / Networking

To Register: <http://www.pdma.org/nynj>

PDH: 2 PDH

Peter Flentov is a founder of 20/20 Innovation LLC, a strategic consultancy based in Boston, MA that helps clients identify and exploit opportunities to create new value through innovation. Prior to 20/20 Innovation Peter was part of the management team at Product Genesis, a strategic product development and design consultancy that was spun out of MIT's Centre for Innovation in 1986. Product Genesis has extensive experience helping companies develop innovative new products such as the Polaroid PDC 2000, the first mega-pixel digital camera, the market-leading DRD acapella device, and the MooBella make-to-order ice cream vending machine. While at Product Genesis he developed BreakPoint Innovation, a robust methodology that brings structure and discipline to the "fuzzy front-end" of the innovation.

Peter has a Bachelor of Science majoring in Computer Science and a Bachelor of Commerce (Honours) from the University of Cape Town, South Africa. He is an inventor with twelve issued patents.

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