

DATE: Feb 21st, 2014

TIME: 11:00 a.m. – 1:00 p.m.

PLACE: **Dorsey-Ewald Conference Center**
University Enterprise Laboratories
1000 Westgate Dr., St. Paul, MN

PLEASE RSVP TO: rgreder@breakthroughforum.com or
call (763) 443-1531 by Feb 8th

Becoming a

**Enquire about complimentary
registration and lunch**

DISCUSSION LEADER

Rod Greder, Ph.D. is an international trainer, speaker and consultant in the area of new product development. Dr. Greder has served on the board of the Product Development & Management Association of Minnesota, been co-chair of the Biotech SIG of Life Science Alley and writes a bi-monthly column on product development for Manufacturer's Alliance. He is a member of the American Society of Training & Development and teaches marketing, new products management, creativity and innovation, work process improvement, and project management and product development at Augsburg, Hamline and the University of Minnesota.

Dr. Greder provides training on innovation, cross-functional communication, NPD metrics and best practices, change management and new product discovery, development and launch. He also facilitates a monthly peer-to-peer forum for leaders of marketing, product development and product management that focuses on best practices, benchmarking and breakthrough insights.

Sponsored by:

Breakthrough Forum

Peer-to-peer group for leaders of product development, product management, engineering and marketing who want to stay razor sharp.

Breakthrough Innovator

🍏 Tools

🍏 Processes

🍏 Mindsets

Companies are launched, careers are made and businesses are reinvented when breakthrough products are developed. Cutting costs and reducing cycle times are important but creating new-to-the-world products reshapes industries, companies and people's career trajectories. Think iPad, Facebook, Google, Tesla electric car, and Michael Dell's direct-to-consumers business model. These products and services are changing or have changed our lives...and the lives of the inventors. In this session we will learn useful techniques and discuss mindsets that are necessary to foster breakthrough thinking and to turn radical ideas into wildly successful products and businesses. The right amount of structure and process can help you develop a system for repeated innovation. Learn the power of simple questions and the necessity to look at the world in new ways. Explore the psychology of product development.