

*“You cannot solve a problem
with the same mind or
system that created it.”*

— Albert Einstein

Ushering in the

AGE of INNOVATION

A Powerful and Unique
Breakfast Seminar with
Value Analysis and Systems Technology, Inc.
for Proactive Healthcare
and Industry Executives

90

MINUTE
HIGH-IMPACT
REAL-WORLD
HOW-TO
BRIEFING

...on bringing
systematic,
structured
innovation
processes
into your
organization

2005 Feb 9 *Appleton, Wisconsin
Radisson Paper Valley Hotel*

2005 Mar 9 *Madison, Wisconsin
Sheraton Madison Hotel*

2005 Apr 6 *Waukesha, Wisconsin
Country Springs Hotel & Conference Center*

2005 May 5 *Kenosha, Wisconsin
Radisson Hotel & Conference Center*

Ushering in the

AGE of INNOVATION

“Microsoft is always 2 years away from failure without a rash of new ideas.” — Bill Gates, Microsoft

The Case for Innovation as a Strategy



Optimist

Glass is 1/2 full

Pessimist

Glass is 1/2 empty

Value Engineer

Need a smaller glass

FacilitatedSM
Innovation

*How can we achieve
the function “contain
liquid” differently?*

To thrive in the 21st century, competitive organizations will have to resolve a contradiction: **drive down costs while improving quality in products or service delivery.** No amount of optimization or incremental improvement will resolve that contradiction. What is required is reinvention of the way we do business — whatever that business may be.

Because reinvention requires innovation, proactive businesses are looking beyond incrementalism and phrases like “think outside the box.” Proactive businesses need to innovate on demand. Facilitated Innovation,SM VAAST’s proven and proprietary methodology for structuring and enhancing the innovation abilities of teams, groups, and entire organizations, make innovation a process rather than an event. **You do not have to wait for one key person to have a creative flash – you can make this happen.**

If you want expert advice and real-world examples of how to deploy innovation within your organization, this is the best 90-minutes you’ll spend this year. Ushering in the Age of Innovation has a very focused agenda: the extraordinary benefits of approaching innovation as a process.

You will understand...

- The potential of innovation as a business strategy
- Barriers to innovation
- How Facilitated InnovationSM can help you overcome those barriers

Facilitated InnovationSM methodology works seamlessly with your existing programs to enhance and accelerate problem solving. If you already use Six Sigma, Lean Development/Manufacturing, Value Engineering or any other system, **Facilitated InnovationSM should be in your toolbox.**

- Structures the approach to creativity and innovation
- Supports the conversion of intuitive understanding into explicit knowledge
- Enables the rapid, unhindered development of ideas
- Supports the transition of ideas into strong, actionable concepts
- Creates a compelling case for rapid and disciplined concept implementation
- Provides a logic tested implementation plan, mapped to your organization’s capacities

Your Seminar Leader



Paul Martin,
President and CEO of VAAST, Inc.
Developer of Facilitated InnovationSM
Value Analysis Expert

Paul Martin is one of a handful of highly recognized value specialists in the country. A diplomat graduate of the University of Wisconsin Value Analysis Program and seasoned TRIZ practitioner, Martin has decades of real-life experience applying the Value Methodologies, TQM, QFD and TRIZ.

Mr. Martin is the first to harness the synergy between the most powerful elements of Value Analysis and TRIZ, the Russian creativity methodology, for application to healthcare and a broad range of industries. From this initial work, Mr. Martin developed Facilitated Innovation,SM the only system of its kind to bring a structured process to innovation.

Value Analysis and Systems Technology, Inc., celebrating its 10th anniversary in 2005, has helped dozens of organizations use innovation to make value visible and attainable from the boiler room to the board room.

Life of a System

While other methods such as Six Sigma, TQM, etc. are very effective at improving the performance of systems during their launch and typical life, they fail to provide solutions after maturity — toward the end of its life. Facilitated InnovationSM however provides the methods and tools to reinvent the next system and leapfrog the competition; ensuring your competitive position — the lifeblood of every organization — while additionally finding hidden resources to extend your current system before obsolescence.



A Simple Example

While industry leader NescaféTM was deep in research and development trying to improve the taste of their product, StarbucksTM was creatively innovating a system that today can convince your average bus driver to spend \$4.50 for a latté.

“Ideas are the raw material of Innovation.”

Who should attend?

- Chief Executive Officers
- Chief Operations Officers
- Chief Financial Officers
- Chief Quality Officers
- Chief Information Officers
- All Executive-Level Managers

*Seats are strictly limited
to 30 per session.*

Seminar Cost

Cost for attendance is \$125. All sessions will begin promptly at 8am. Breakfast will be served. All seating is by advance reservation. Tickets will not be available at the door. Register online now at www.ageofinnovation.com or call (262) 246-7369.

Please note: Registration is required, and your space at the seminar will be assigned upon receipt of payment.

Please make checks payable to Value Analysis and Systems Technology, Inc. and mail to W233 N6822 Candlewick, Sussex, WI 53089.

We are looking forward to meeting you at one of our seminars, and we encourage you to pass this brochure along to a colleague or peer.

Questions?

Please visit us online at www.ageofinnovation.com or call us at (262) 246-7369.

FACILITATED INNOVATIONSM

Methods and Tools in support of...

healthcare's

- Value enhancement efforts
- Challenge to resolve the quality/cost contradiction
- Migration from incremental improvement to structured innovation

With structured innovation, your people can invent solutions that...

- Reduce cost per adjusted discharge without capricious and arbitrary cost cutting
- Eliminate problems related to documentation
- Solve patient access dilemmas
- Convert unplanned, reactive work to planned, proactive work
- Reduce patient wait times
- Reduce medical errors
- Improve staff and patient satisfaction

What would it mean to your organization if your key people were able to innovate and problem solve on demand?

industry's

- Lean Development Activities
- Intellectual property / Idea database development
- Target cost reduction processes

With structured innovation, your people can invent solutions that...

- Increase idea fluency
- Move beyond incremental optimization
- Reduce materials costs
- Eliminate non-value adding functions
- Decrease time to market
- Increase efficiency of operations
- Identify and resolve contradictions without compromise

Special thanks...

to the following organizations for their generous support of this seminar series and their commitment to innovation as a process.

