



THE ALCHEMIST WAY

A Ground Breaking 2 Day Workshop on how to create
World Class Products & Services with a Da Vinci Touch

HOW TO CREATE THE MOST ATTRACTIVE

Products & Services consistently for your organization & making **Innovation** your Biggest Growth Engine

PREAMBLE

A key differentiator that can take your organisation to the next level is by creating a culture of continuous new product development or new service development. If this culture is installed, the competitive edge of your organisation shall skyrocket - It does not matter what the state of economy, market or competition is - no matter what your organisation will remain Unstoppable.

SETTING THE CONTEXT

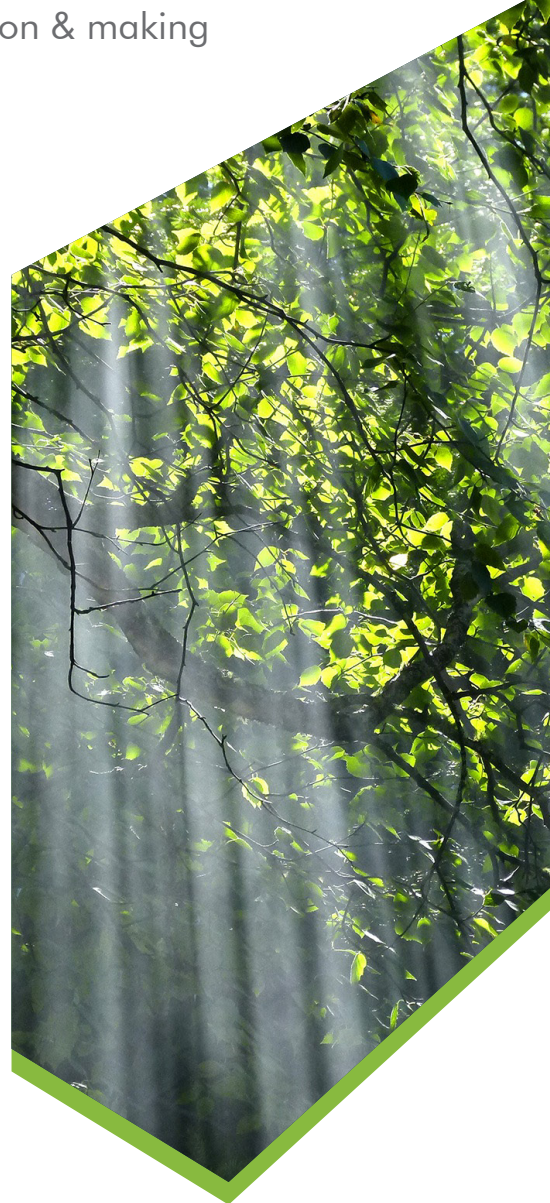
The challenge for today's organisations is to align business objectives with New Product / Service Design and Development to gain a competitive edge in the marketplace. The crux of the issue lies in identifying new product and service strategies that foster innovation. To address this issue we have designed this world class workshop on New Product/Service Development.

The workshop aims to bring forward the integration of all aspects of the development process from the voice of the customer, to design, manufacturing, delivery and launch. This programme covers market entry and positioning strategies and advanced quality planning processes covering techniques like QFD, FMEA, and Control Plan etc.

OBJECTIVES & LEARNING OUTCOMES

The Workshop will enable participants towards:

- ▶ Designing and developing new products & Services in line with the needs and expectations of the customers,
- ▶ Identifying the improvements aimed at enhancing existing products & Services to address the changing needs and expectations of the customers,
- ▶ Introducing a structured approach to support the development of new products & Services by using scientific and state-of-the-art tools & techniques using creativity and innovation to design and develop competitive products & Services consistently and continually that shall give the participating organizations a cutting edge always over competition and higher domestic as well as international acceptability,
- ▶ This workshop shall help in setting up a culture akin to 3M, Google and Facebook of innovation in the participating organizations.
- ▶ As a result of the above the participating organizations shall certainly rise above its current stature and go to the next level.



COURSE CONTENTS

- ▶ Why this workshop - why the sudden need to innovate - what will happen if organizations do not create new products /services etc - what can be the consequences - what stops organizations to innovate - how can this log jam be broken - looking at organizations like 3M etc. & being inspired .
- ▶ Developing the attitude and mindset of a Da Vinci/ Apple/ Google etc.
- ▶ Preparing the soil to reap the harvest - how to condition our mind & up skill our thinking to become a World Class Innovator.
- ▶ New Product & Services development - an overview
- ▶ New Products & Services design – a step by step strategic road map
- ▶ The Product & Service Development Process
- ▶ The market planning phase & analysis
- ▶ Quality function deployment
- ▶ Innovation & Creativity - what are they / why are they important / how to develop these as key competencies & how and where to apply the same in the workplace.
- ▶ Failure mode and effect analysis.
- ▶ Designing the Product & Services and delivery characteristics
- ▶ Designing the Product & Services delivery process
- ▶ Measuring the Product & Services development process.
- ▶ Installing the NPD habit in the organization DNA - Identifying everyday rituals and integrating the same to a NPD Dashboard.

METHODOLOGY

The workshop shall be conducted using lectures, group-work, case-studies, Inspirational films and music aided visualisation exercises. At the end of the workshop we shall create NSD rituals, an NSD Dashboard, Innovation Champions and NSD Oath document. At the end of the programme every participant shall receive a certificate.

SESSION TIMINGS: 9.00 A.M to 6 P.M on both days.

CERTIFICATION: On successful completion of the training program, every participant shall also be awarded with certificates.

STUDY MATERIAL: As a value addition to the training program study materials shall be provided to every participant so that they can recapitulate the topics covered later at their own convenience.

ABOUT OUR ORGANIZATION

Dhruvsatya Center For Personal Transformation Pvt Ltd is a leading consulting and training organization in India headquartered in Kolkata. We work with over 400 leading Indian companies and MNCs where we impart training and consulting services in areas of Organizational Transformation, Management Development, Capacity Building, Good Governance, Training Need Analysis, Productivity and Performance Development, Behavioral Safety, Project Management, Establishing Quality Assurance Practices, Executive Coaching, Strategic Planning, Conducting Managerial and Executive Assessment Centers, Performance Management, and Staff & Managerial Training.

We also work with close to 250 institutions that include premier Engineering Colleges, B Schools, Polytechnics, Universities, Schools and Colleges.

We are a ISO 9001:2015 Certified Organization.

FACULTY: The programme shall be conducted by Dr. Sanjib K. Dutta along with Shri Soumitra Chatterjee.

Dr. Sanjib K. Dutta A Mechanical Engineer & Post Graduate in Business Management from Indian Institute of Management Calcutta (IIMC), he graduated in Operational Research from Operational Research Society of India. He has completed his Ph.D. from BITS Pilani on Business Excellence. Dr. Dutta has an accomplished career occupying Top Senior Management positions in Hindustan Motors, IFB, Aditya Birla Management Corporation & Village Financial Services Limited in various disciplines viz. Marketing, Quality and MIS, Business Excellence, Strategy.

He has also worked 20+ years in Confederation of Indian Industry (CII) as a Principal Counselor in CII Institute of Quality, Bangalore. He was the architect of the CII Healthcare Business Excellence Award Model. Dr. Dutta has published & presented various papers in National / International journals and conferences on his areas of work.



Soumitra Chatterjee is one of the most sought after experts in motivational training, leadership development

and the science of peak performance in India. He has recently completed 2 decades as a seminar leader. He is the founder and Managing Director of Dhruvsatya Center for Personal Transformation which is a leading training and consulting company headquartered in Kolkata. Soumitra is a Mechanical Engineer from Jadavpur University & completed his Leadership Training from Landmark Education Corporation, USA. He has worked in India and overseas in Senior Management positions with some major Indian companies and MNCs viz Tractors India Limited, Johnson & Johnson, Vadilal Group, Torrent Group & Earnest Group.



He has trained more than 5 lac Executives at all levels in over 400 all India companies including several Fortune 500 companies, and over 1 Lac students, close to 5000 faculty of close to 250 Engineering colleges and B-schools in the last 20 years. He is a member of four subcommittees of CII e.g.-Education, HR, Skill Development and MSME. He is the author of Executive Reinvention – Making the Impossible Happen & his new book “Achieving World Class” is to be released at end 2019

WORKSHOP FEES

Rs.9990/- (Rupees Nine Thousand Nine Hundred and Ninety Only) per participant (inclusive of taxes) 10% special discount for more than 3 participants from the same body corporate.

WORKSHOP DATE & VENUE

23rd & 24th September, 2019, Monday & Tuesday, at Hotel Hindustan International, 235/1 A J C Bose Road, Kolkata, West Bengal 700020

FOR FURTHER DETAILS

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