

WINNING THROUGH INNOVATION

Building on the success of last year, Scottish Enterprise is delighted to announce the next in a series of Winning Through Innovation events. This free to attend event will take place at the **Marcliffe Hotel** on **16 March 2010 (9am - 2pm including lunch)** and we hope you will join us.

Our Winning Through Innovation events and workshops are designed to stimulate innovative thinking and provide practical help, offering assistance from Scottish Enterprise and partners to stimulate and support increased competitiveness and growth in your business. But how do you develop and nurture these ideas?

Establishing a culture of innovation within your organisation is one way of doing this, and while it may not be achieved overnight, there are ways you can encourage the process.

The first step is recognising that the ongoing process of idea generation for new products, processes, business models and markets requires a company-wide commitment, especially when businesses are faced with the ongoing challenge of sustaining profitability and reducing costs.

A clear commitment to exploring ways of making innovation a day-to-day reality for your business includes:

- **Challenging traditional ways of doing business;**
- **Changing company mindsets;**
- **Taking a fresh look at your business model and processes;**
- **Encouraging new ideas from all parts of the businesses.**

To book your place visit www.strengthenyourbusiness.com/events or call Scottish Enterprise on **0800 141 2128**.



Scottish Enterprise

In order to help you maximise the potential of innovation in your company we have lined up two of the worlds leading authorities on this subject.



Doug Hall

Our keynote speaker is Doug Hall, founder and CEO of Eureka! Ranch International, an Innovation Research & Development firm that uses scientific methods to help

business leaders find, filter and fast-track innovations that are meaningfully unique versus those of the competition. After earning a degree in Chemical Engineering at the University of Maine, Doug spent 10 years working in Procter & Gamble's Brand Management Department where he rose to the rank of Master Marketing Inventor. Doug also works with the US Government's Commerce Department and was on the US version of Dragon's Den.



Mike Southon

Mike Southon our host and facilitator is one of the world's top business speakers, a Fellow of The Professional Speakers Association and a very experienced conference

facilitator and moderator, having interviewed over 100 top business people, now featured every Saturday in his Financial Times column, "My Business". Mike is co-author of several best-selling business books, including The Beermat Entrepreneur and is a Visiting Fellow in Innovation and Entrepreneurship at London South Bank University.

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This event will be in high demand and places are limited to two attendees per company. It is not aimed at intermediaries or suppliers of innovation services. Joining instructions will follow after event registration.

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