

Brochure

Innovation Training Programs



*Innovation workshop in
Progress*

Introduction

INSYCON is a Corporate Training organization based in Gurgaon, NCR, India.

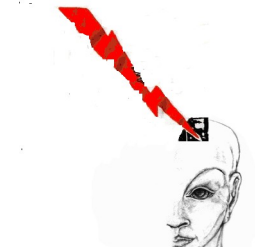
"INSYCON facilitates innovation workshops and projects, which not only develop the competency of innovation but also catalyze its application."



Our clients include:

Accenture, VMWare, BPCL, NTPC, Nestle, Alcatel-Lucent, Polycom, ST Micro-electronics, Powergrid, NHPC and Mahindra & Mahindra.

*Innovation
Training
Programs*

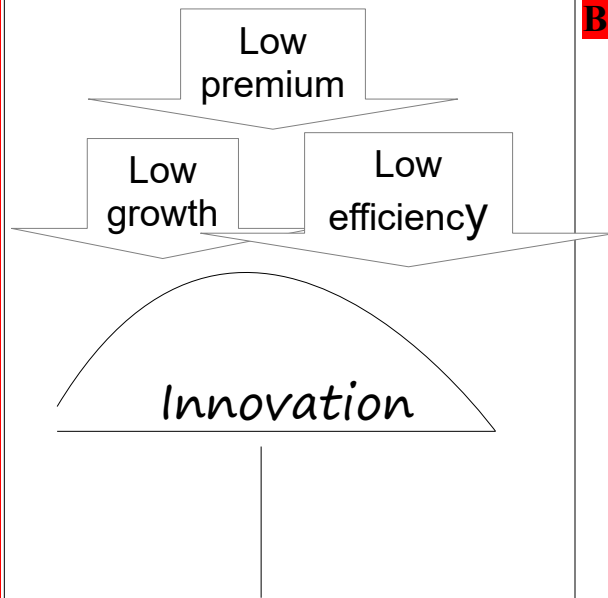


- *Innovation 7*
- *Innovation in Sales/Marketing/Media/HR/IT..... 8*
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- *Patents..... 11*

Workshop on Innovation

Program Profile:

- Development of the Innovation Competency.
- Application of Innovation Tools
- Application of the Innovation Development Process.
- Generation of Potent innovations in KRAs.



Broad Workshop Contents:

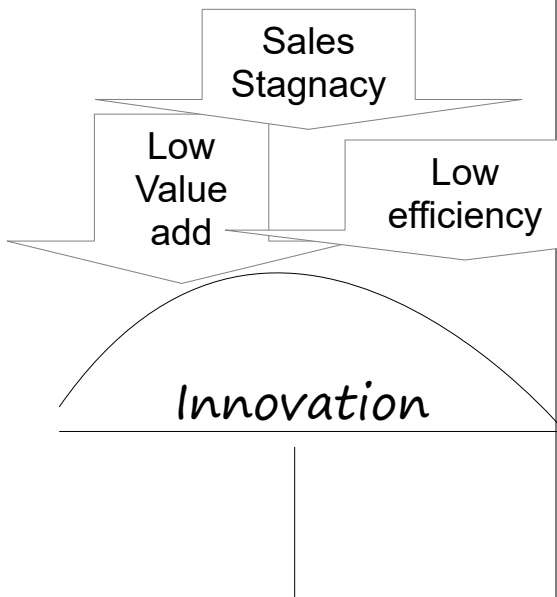
- Innovation: Why?
- Innovation: What?
- Innovation: How?
- Innovation tools
- Innovation Development Process.
- Innovation Success and failure pattern
- Patenting

Key Clients: Polycom, VMWare, Accenture, Nestle, NTPC, Powergrid, Mahindra & Mahindra & Maruti-Suzuki

Workshop : Innovation in Sales/Marketing/HR/IT

Program Profile:

- Design and selection of innovations in Innovation Hotspots in Sales/Marketing/HR/IT.



Broad Workshop Contents:

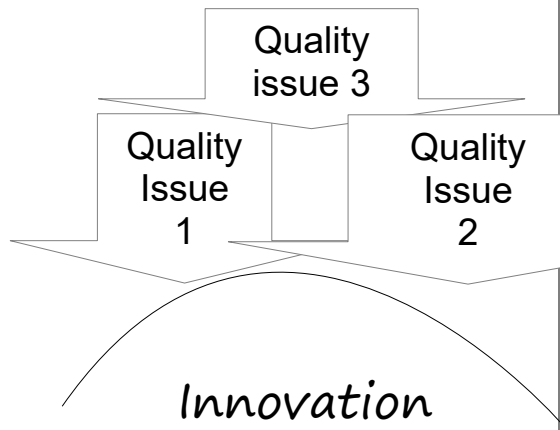
- Identification of innovation hotspots in sales/marketing/IT/HR
- Application of Innovation Tools to innovation hotspots.
- Generation and selection of potent innovation concepts.
- Formulation of a plan for implementation of innovations generated.

Key Clients: GSK, Power HR Forum,,Mahindra & Mahindra,Mindshare,Gillette,Airtel & Nestle.

Workshop : LSIP on Quality and Innovation

Program Profile:

- Involvement of a large group in identifying quality issues and resolving them through innovations.



Broad Workshop Contents:

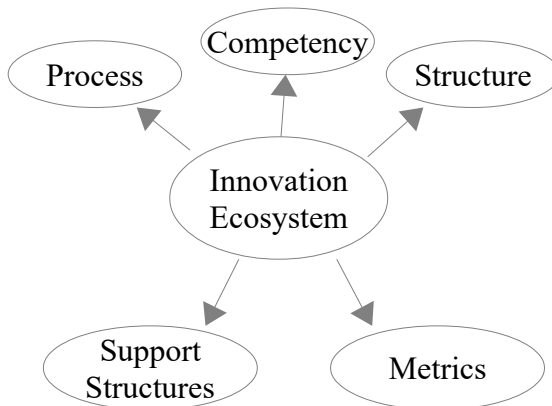
- Involvement of a large group of participants.
- Identifying and prioritizing quality issues.
- Utilization of Quality tools.
- Utilization of innovation tools.
- Designing of innovations.

Key Client : Maruti-Suzuki,

Workshop : Innovation Ecosystem

Program Profile:

- Designing of an innovation ecosystem to enable a continuous flow of innovations in the organization.



Broad Workshop Contents:

- Case analysis of innovative organizations and their ecosystems.
- Elements of the Innovation Ecosystem.
- Designing of a customized innovation ecosystem .

Key Clients: NTPC & Alcatel-Lucent.

Workshop : Patents

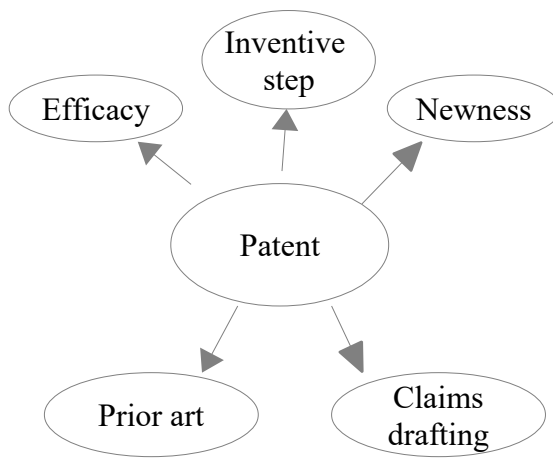
Program Profile:

- Determining patentability of an innovation.
- Applying for a patent.



Broad Workshop Contents:

- Patents: Why?
- Patents: What?
- Utility of patents for an innovator.
- Patent databases
- Parameters that determine patentability.
- Case analysis



Key client: NTPC-Dadri

For more details contact:



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