

**SESSION STRICTLY LIMITED
TO 75 PARTICIPANTS**

**Early Offer: Reserve by
May 26, 2006 and save \$300!**



REAPING THE FULL POWER OF KANO MODEL FOR PRODUCT INNOVATION

An exclusive two-day master class with the world's foremost expert on identifying and developing customer 'exciters'—the key to sustainable market leadership








DR. NORIAKI KANO

Chairman, Kano Quality Research Institute, Tokyo, Japan
Originator of the Kano Model, winner of Deming prize

Co-facilitated by **DR. ROGER VARDAN**, Managing Director, Strata-gems

LEARN TO:

-  Anticipate customers' changing needs, wants, and priorities
-  Create clearly differentiated products and services
-  Use Kano Model as a strategic weapon against commoditization, disruptive technologies, and global competition
-  Implement and integrate Kano with other innovation initiatives
-  Apply the Kano Model powerfully, as it has been used in Japan and by companies such as **Konica-Minolta, Komatsu, Procter & Gamble, Honda, Matsushita, General Motors, Hewlett-Packard, Plug Power, Nokia, Hill-Rom, 3M, Toyota, Juki, Tata Steel, and Siam Cement**

**OCTOBER 4-5, 2006
HOTEL DEL CORONADO, SAN DIEGO, CA**



www.ManagementRoundtable.com

**Reserve today:
800.338.2223
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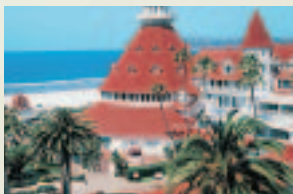
KEY DELIVERABLES:

- Implementation roadmap to apply Kano Model for sustainable innovation
- Rare opportunity to learn directly from Dr. Kano and receive individual coaching
- Hands-on application experience; practical implementation advice from leading practitioners
- Reception and social dinner for further networking and idea-exchange with peers and faculty
- Wrap-ups and full set of reference materials capture key learnings to share with others upon return to your organization
- Opportunity for follow-up Q&A with Dr. Kano and Dr. Vardan

VIEW FULL PROGRAM DESCRIPTION AND AGENDA AT www.ManagementRoundtable.com

PROGRAM INFORMATION:

Dates: *Reaping the Full Power of Kano Model for Product Innovation* will be held October 4-5, 2006. Registration and continental breakfast begin at 7am. Session begins 8am on Wed, Oct 4 and concludes 4:15pm on Thurs, Oct 5, 2006.



Location and Accommodations:

The master class will be held at the *Hotel Del Coronado*, 1500 Orange Ave., Coronado, CA 92118. Please call **800.468.3533** (or 619.522.8490) for reservations

and mention Management Roundtable to receive the special conference rate of \$249/person (a limited block of rooms is available — reserve early).

Program Fees: The program fee is \$2595. **EARLY DISCOUNT: Reserve by May 26 to save \$300 per person!** \$2295 (by 5/26). Fee includes materials binder, breakfasts, luncheons, refreshment breaks and follow-up materials plus special networking reception and dinner on October 4. **Team Discounts:** Groups of 3 or more may deduct \$200 per person.

No Risk Guarantee: Your satisfaction is 100% guaranteed — money back or credit.

FOUR WAYS TO REGISTER:

CALL: 1.800.338.223 or 781.891.8080 (weekdays, 9:00am-5:30pm EST)

FAX: 781.398.1889

INTERNET: www.ManagementRoundtable.com

MAIL: Management Roundtable, 92 Crescent Street, Waltham, MA 02453

Please accept the following registration(s): *(please photocopy for additional people)*

Name Mr./Ms. _____

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PAYMENT INFORMATION

Check for \$_____ enclosed, payable in US funds to *Management Roundtable*

Please bill my VISA Mastercard AMEX Diner's Club

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