

Creating Value Faster

Frameworks & Leadership Models to Drive Innovation to Commercial Success



INNOVATION LEADERSHIP

COMMERCIALIZATION


STRATEGIC SCALING

EXECUTION DISCIPLINE


Who This Is For

- Innovation & R&D Leaders**
Moving ideas from concept to commercial launch
- Business Unit Executives**
Accountable for growth through new products or services
- Entrepreneurs & Founders**
Seeking structured frameworks to de-risk and scale faster
- Cross-Functional Team Leads**
Driving alignment between strategy, product & commercial teams
- Growth-Minded Professionals**
In biotech, pharma, tech, or advanced materials ready to move ideas to market with confidence

Program Format

 **12 Weeks, Live & Applied**
Weekly sessions combining frameworks, discussion & real-world application

 **4 Private 1-on-1 Coaching Sessions**
Weeks 1, 5, 9 & 12 — personalized framework application to your business

 **Book-Integrated Curriculum**
Anchored in *Creating Value Faster* by John D. Holcombe

 **Capstone Scorecard & Roadmap**
Week 12 integration review & next-steps action plan

 **Cohort-Based Learning**
Small group designed for peer insight, accountability & cross-industry perspective

12-Week Curriculum • GOLD = 1-ON-1

WEEK 1
Onboarding & Orientation
Debrief, align & maximize your program
1-ON-1

WEEK 2
What Is Innovation?
Job Theory & value creation foundations

WEEK 3
The Power of We
Cross-functional teams & leadership commitment

WEEK 4
Value Propositions & MVPs
Customer pain, hypothesis & build small

WEEK 5
Apply to Your Business
Frameworks applied to your context
1-ON-1

WEEK 6
Key Frameworks Pt. 1
Product concepts & Real · Win · Worth

WEEK 7
Key Frameworks Pt. 2
Business Model Canvas

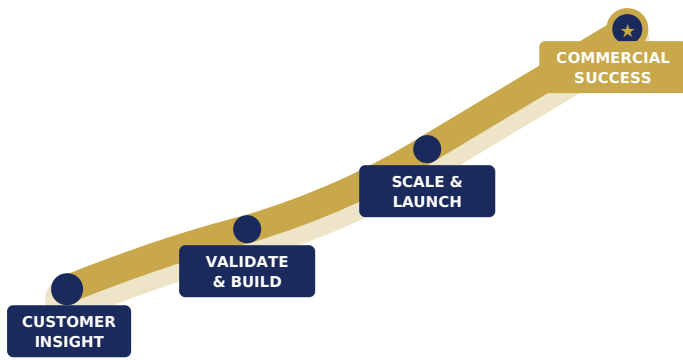
WEEK 8
Beginning to Scale
Teams, pacing & commercial launch

WEEK 9
Concepts Applied
Applied directly to your business
1-ON-1

WEEK 10
Strategic Scaling System
Leadership Model — 4 Key Shifts

WEEK 11
Execution Discipline
Clarity, rhythm & accountability

WEEK 12
Integration & Next Steps
Scorecard, integration & action roadmap
1-ON-1



The Innovation-to-Market Arc

A disciplined path from customer insight to commercial value — the backbone of the 12-week curriculum

Program Outcomes — WHAT YOU WALK AWAY WITH

A Repeatable Innovation Process

Turn customer insight into validated commercial opportunities using a clear, structured approach

Mastery of Core Frameworks

Jobs-to-Be-Done, Real-Win-Worth, Business Model Canvas & the Strategic Scaling System applied to real work

Stronger Cross-Functional Alignment

Leadership commitment and team alignment around innovation execution and commercial goals

A Personally Applied Innovation Roadmap

Built around your business through four private coaching sessions — not a hypothetical

Execution Discipline

Strategic clarity, operating rhythm & accountability built into your leadership system from day one

Confidence to Scale

The 4 Key Leadership Shifts to move from idea to commercial success — with a scorecard to measure progress

Core Frameworks



Jobs-to-Be-Done Theory

Identify the real customer need worth solving



Real · Win · Worth

Evaluate & prioritize opportunities with confidence



Business Model Canvas

Structure and validate your commercial model



Strategic Scaling System

The 4 Key Leadership Shifts to scale without chaos



Innovation-to-Market Canvas™

From insight to impact — the full commercialization arc