

Going Beyond VOC with a Customer Value Lens

NEW DATE Tuesday, November 2 • 8:30-11:30 am

with Guided Innovation Group's Mike Dalton

In-Person at The Parinet Group Headquarters!

REGISTER NOW

Free for Parinet Member
Company Participants & Guests

\$79 for Non-Member
Participants



VOC can be a powerful framework, but not if it isn't grounded in real insights about unmet needs that customers are willing to pay to solve.

That's why, in this workshop, Mike Dalton is going to share his **Customer Value Lens** approach to finding unmet needs and new product opportunities.

A methodology that:

- Starts in the field, where the problems besetting your customers live
- Looks for the limitations and constraints that keep them from meeting their goals
- Quantifies how the customer wins with your new product
- Goes on to make sure you win big too
- Addresses the resistance to change inherent in any impactful new product



Michael Dalton leads Parinet's P36 Growth and Innovation Group and is the founder of Guided Innovation Group, whose mission is focused on helping Manufacturers become growth businesses. He's coached and consulted companies in dozens of different industries, but his new product innovation framework was developed during his 24 years of leadership experience within the multi-billion dollar SC Johnson family of companies. He has grown new and existing businesses as a general manager, with additional experience in marketing, business development and manufacturing leadership roles. He has an MBA from the University of Chicago and an engineering degree from the Illinois Institute of Technology.