

Tuesday
January 7, 2014

“You Can’t Kill an Opportunity”

LOCATION:

O’Callahan’s/Shilo Inn
50 Comstock
Richland, Washington

Pam Henderson

CEO, New Edge, Inc.

5:30 p.m. - Check in/Networking
(no host cocktail service)

6:00 p.m. - Buffet Dinner

6:45 p.m. - Presentation

DINNER BUFFET MENU:

The Chef and crew at O’Callahan’s Restaurant always provide a fine and varied buffet dinner for us at the Shilo Inn. The buffet usually includes two entree choices, plus accompanying vegetable, a number of tasty salads, and a vegetable and/or fruit tray.

Your choice of coffee, tea or decaf is included with dinner. And don’t forget to save room for dessert!

Cost:

\$20 ASQ members
\$24 non members
\$5 presentation only

Reservations are due January 2.
E-mail Panda_2@charter.net with your name, phone number, company affiliation, and type of reservation, or call Alvin at (509) 371-2221.

For more information about our ASQ section and other upcoming events: www.asq614.org/

Believe it or not, killing ideas is about growth.

When truly understood, *opportunity* provides the clues to the right ideas. Think of an idea as a Koi fish and an opportunity as the pond. Some suggest if you put one of these beautiful orange and black Japanese fish in a small pond, it will stay small. Put it in a large pond and that same fish will grow quite large. The fish grow only as large as their environment allows. We need to start our growth journey focused on discovering and generating opportunity as the precursor to big ideas. If we want a big fish, we need a big pond, and if we want a big idea; we need a big opportunity.

In her recently published book, [You Can Kill An Idea, You Can’t Kill An Opportunity! How to Discover New Sources of Growth for Your Organization](#), Pam demonstrates that ideas alone are failing. They promise growth but too often lead to products and services that don’t deliver. The wellspring of BIG growth is opportunity; opportunity that comes by killing ideas as the starting place for growth and replacing them with the pursuit of opportunity.

Opportunity Storming™ is a unique approach that builds ideas directly from opportunities. By first defining the dimensions of the opportunity, then enriching it with insights and trends, ideas are created that fall within the opportunity. The ideas then stretch and shape the opportunity. Opportunities are expanded across Six Sources – technology, design and brand, the business model, organization, external environments, and the market. The result is big idea bundles that expand to capture more of the opportunity.

Join us on January 7 and learn more from Pam about these ideas, opportunities and more.

[About the Speaker:](#) Pam Henderson, Ph.D., is cofounder and CEO of NewEdge, Inc. Originally on the faculty at Carnegie Mellon University, Pam later worked with the national laboratory system and Washington State University to commercialize early stage technologies. She publishes widely on market insight, business and innovation strategy, and design and has received recognition in Harvard Business Review, Wall Street Journal, and NPR and speaks internationally.

[About NewEdge, Inc.:](#) Based in Richland, NewEdge delivers growth to clients by focusing on the broader opportunity, rather than individual ideas. They deliver end-to-end results and help grow companies by providing opportunity discovery and delivery tools to them through collaborative engagement, connecting them with the company’s ecosystem, driving open innovation and training others to enable the organization. Clients include Pepsi-Co, Eastman, Ferrari, GlaxoSmithKline, John Deere and Infinia.

