



**WHY SHOULD I ATTEND?**  
Watch this brief video to learn the answer!

A PARANET INNOVATION ROUNDTABLE EVENT:

## Making Predictable Growth Your Competitive Advantage

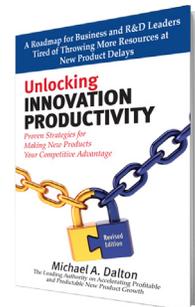
with Guided Innovation's Mike Dalton

February 24 | 8:00-9:30 am

During this interactive innovation session, Mike Dalton will take us through the complex subject of new product innovation to help us see that even though we may have constrained new product resources, dramatic improvements can be made with some fairly simple operational changes. Mike will share two new models covering innovation maturity and how you can take your:

1. **Strategy** from Conventional to **Market-Driven**
2. **Process & Systems** from Siloed to **Collaborative and Synchronized**
3. **People** from Busy and Stressed to **Engaged and Productive**

Come prepared to discuss your own challenges and what has worked for you. Mike will provide live, hands-on coaching and share proven accelerators. And everyone that attends and stays until the end gets gets the BONUS Audiobook version of the new second edition of Mike's book, "*Unlocking Innovation Productivity*"!



Attendees get a **FREE** download of the NEW second edition of *Unlocking Innovation Productivity*!



**Michael Dalton** leads Paranet'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.

**REGISTER NOW**

**FREE** for Paranet Member Company Participants and Guests  
\$39 for Non-Paranet Member Company Participants



The Paranet Group | 10000 Innovation Drive, Wauwatosa, WI 53226 | [www.paranetgroup.com](http://www.paranetgroup.com) | (262) 796-2560