

Module 3: Commercialization & industrialization

10-12 March 2015, Haikko, Porvoo

Day 1, 10 th March Industrialisation		Day 2, 11 th March Value creation		Day 3, 12 th March Value capture	
9.30-10.00	Arrival & coffee	8.30-9.00	Opening of the day	8.30-9.00	Opening of the day
10.00-10.25	GAP intro <i>Tom Lindholm, Program director, TalentVectia</i>	9.00-10.00	Value propositions, output-based contracts <i>Jim Narus</i>	9.00-12.00	Pricing logics <ul style="list-style-type: none"> From cost plus to value based pricing Common pricing misconceptions <i>Andreas Hinterhuber</i>
10.25-11.20	Industrialization of services <i>Antti Sääksvuori</i>				
11.20-12.00	GAP benchmarking - Solution industrialization focus				
12.00-13.00	Lunch	12.00-13.00	Lunch	12.00-13.00	Lunch
13.00-14.30	Contract management <ul style="list-style-type: none"> How to manage value based contracts? How to ensure value verification and contract fulfilment <i>Case Metso: Mikko Keto/Markku Lindeman</i>	13.00-14..15	Value quantification & value verification <i>Case SKF: Tor Haglund</i>	13.00-14.35	Growth Lab clinic <ul style="list-style-type: none"> Applying Module learnings to own Growth lab project
14.30-17.30	Growth Lab clinic	14.15-15.45	Activity	14.35-15.20	Key issues in value capture <i>Tom Lindholm</i>
17.30-17.35	Conclusions <i>Tom Lindholm</i>	15.45-18.00	Group work <ul style="list-style-type: none"> Crafting value propositions for the Growth Lab projects 	15.20-15.30	Conclusions
		18.00-18.10	Conclusions		