



Expand the possible.

Enterprise Development Group

Sustainable Brands Conference
June 2008



About the Enterprise Development Group

EDG is a consulting and training firm specializing in business strategy, innovation best practices, sustainable design, and leadership development for businesses facing complex change.

EDG consultants and trainers have been working since 1986 to enable leaders and their teams to look courageously into the future, and to build innovative responses to what they see into their products and organizations as quickly as possible.

We believe most people long to achieve something great. Our work is about proving that you can—when imagination and conviction meet bold strategy and disciplined implementation.

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Partial list of clients:

- BBC, Danish Broadcasting, Egmont, GM, IBM, Kaiser Permanente, Homeland Security, NTT, Panera Bread, Philips, Swisscom, Toyota,



About our Program

Enduring Value

William McDonough's Approach to Innovation and Sustainable Design

Enduring Value is an interactive 2 day workshop blending EDG's innovation best practices with William McDonough's concepts for transforming the way we design. This workshop was developed in collaboration with William McDonough, Time Magazine's "Hero of the Planet" and co-author of Cradle to Cradle: Remaking the Way We Make Things. The goal of the workshop is to turn leaders into designers and designers into leaders. To harness the intelligence of natural systems so leaders can design products, business processes, and facilities that bring significant value to their customers in a manner that allows nature and commerce to fruitfully co-exist.

Workshop topics include:

- o The Next Industrial Revolution: Recognize the profound new realities of our current moment in time in ways that will motivate and mobilize your organization to act
- o Cradle-to-Cradle Design: Utilize McDonough's design principles as a catalyst for generating breakthrough solutions and sustainable growth for your organization
- o Value Creation: Use innovation tools and practices to grow good ideas into enduring value propositions and learn how to harness collective intelligence to increase the chance of an idea's success

