



Accelerating Your Innovation Strategy



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What's Innovation in Your World?

Let's begin with a question

Which of the following answers best describes innovation to you?

- A. A fundamental, valuable improvement to the status quo
- B. Imagining, implementing, & improving what's been done before to create incredible, new benefits
- C. Shattering conventional wisdom into a million pieces and putting it back together as something dramatically better and more beneficial

The correct answer?

Any or all of these answers describe innovation.

That's because expectations about innovation aren't one-size-fits-all. They must adapt to your business situation to accelerate innovation and create maximum impact for your organization.



Customizing Innovation Strategy for Your Organization

Through a Design, Experience, and Launch approach, The Brainzooming™ Group collaborates with you in developing a customized innovation strategy initiative that:

- Generates innovative thinking and collaboration throughout your organization
- Uses easily understood and applied strategic innovation techniques that create efficiency and time savings
- Starts with a process developed and tested hundreds of times on the Fortune 500 client side

What follows is an insider's look at how we customize and accelerate innovation strategy initiatives to clients' specific objectives, strengths, and opportunities.

Design

Structure is vital when you need to identify both blue-sky ideas and successful implementation plans. Brainzooming collaborates with you to design innovation initiatives that maximize upfront insights, engage team members' imaginations to innovate, and integrate the work into actionable, ROI-creating implementation plans.

Designing Your Innovation Engagement

We begin by adapting our three-phase process approach to your objectives and situation. From a one-off innovation question to re-imagining an entire production process, we manage all the variables to streamline steps and accelerate innovation-driven results.

Insights

**Frames the process
& priorities.**

Imagination

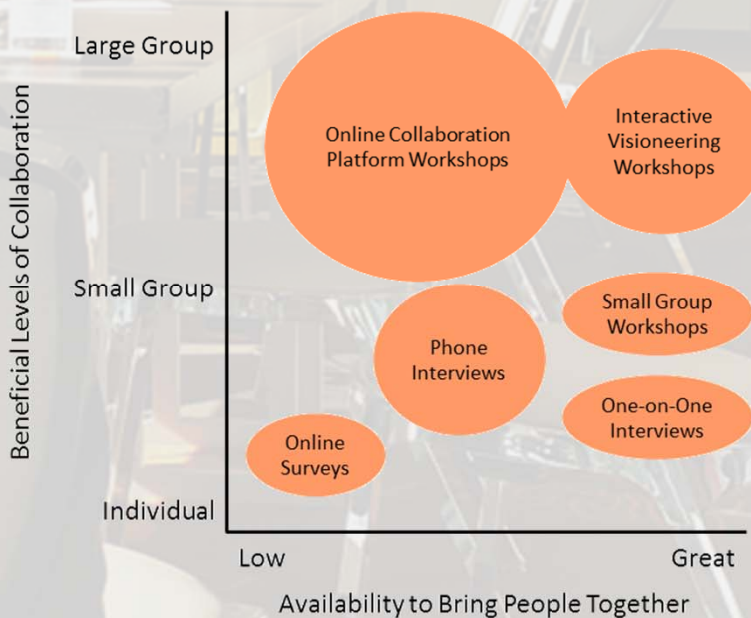
**Engages the
organization in
innovative thinking.**

Integration

**Translates ideas into
action and ROI.**

Engage

Innovation objectives and priorities can vary widely. That's why we apply the Brainzooming approach differently for each specific innovation initiative. Taking into account the timeline, the location of important participants, and the level of upfront groundwork you've already completed, we'll collaborate with you to recommend the best process to create your desired results.



Productively and Broadly Engaging Participants

There's no single way that's best for bringing people together to collaborate and develop new ideas. We use multiple formats to create a productive innovation experience.

Launch

Moving from ideas to innovation and implementation is crucial. It starts in the Design and Engage steps as we assess your situation and customize your innovation process with the end result in mind. During this phase we focus particularly on the people, tactics, and timing to ensure innovation pilots and projects start well and stay on track.

Creating an Integrated Implementation Roadmap

In creating your innovation roadmap, we bring together insights and ideas from the first two phases to develop an implementation-oriented plan. The roadmap integrates the innovation direction with the realities of how your team balances innovation and ongoing operations.



Our Experience at Accelerating Your Innovation Experience

Strategic objectives and priorities vary widely by organization. That's why we apply our approach differently for each client's specific aspirations.

Our clients include prominent and emerging brands in consumer goods, industrial manufacturing, transportation and logistics, financial and business services, technology, healthcare, nonprofits, education, government, and associations.

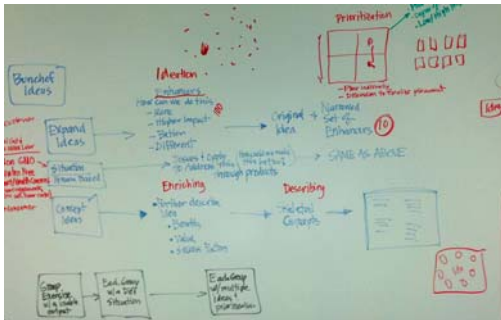
Each of the following case studies demonstrate how organizations view innovation strategy in varying ways. With organization-specific objectives and situations, we developed customized approaches to successfully address:

- Internal New Product Development
- Crowdsourcing New Product Ideas
- Innovating Manufacturing Processes
- Revamping a Service Delivery Model

Internal New Product Development

Situation

An industrial manufacturer needed to immediately refresh its nearly-empty product innovation pipeline. The company suspected its technical sales team held unshared insights into new opportunities. It hoped to leverage the team's knowledge and experience for new product ideas. With the importance of keeping salespeople in the field, our client wanted to involve them in front end innovation without incremental travel or time away from customers.



Experience

To exploit the sales team's collective input within the travel constraint, The Brainzooming Group designed and facilitated a multi-phase innovation jumpstart employing online inputs (including a survey and several collaboration workshops) and one in-person innovation workshop to refill the new product innovation pipeline.

The online collaboration workshops yielded a deeper view of market opportunities. Outside-in innovation exercises examined innovation possibilities from multiple customer and market perspectives, including customer problems, competitive gaps, and alternative benefit options. Fifteen initial concepts emerged.

The group further developed the concepts in a ½-day in-person workshop tucked into a pre-existing, in-person sales conference. We deployed sales, marketing, and operations participants in three cross-functional groups. They rotated through multiple innovation exercises to enhance existing concepts and identify additional ones.

Impact

We ultimately identified thirty-eight new product innovation concepts. Each detailed enhancements relative to new products and markets, process improvements, and marketability. Concept reviews detailed advantages, benefits, and critical success factors for the company, its customers, and end users. The client moved several concepts forward immediately into development phase to replenish the innovation pipeline.

Crowdsourcing Product Innovation Ideas

Situation

Nature Explore, a Lincoln, NE-based non-profit organization, designs outdoor nature classrooms for schools, community groups, and public institutions. It delivers in-person training workshops to instruct educators, landscape architects, and others on developing and cultivating outdoor classrooms. Along with a partner organization, Nature Explore made a strategic decision to innovate its educational offerings by introducing online training modules. After generating forty potential online learning topics, Nature Explore wanted to quickly and efficiently gather audience input to narrow the enrich the ideas.

Experience

Nature Explore co-sponsors a Leadership Institute where more than one hundred participants gather annually for learning and networking. To capture audience input for the online learning offering, The Brainzooming Group customized poster-based, self-directed strategic thinking exercises, turning the conference's closing session into a mega-focus group.

Our approach allowed geographically and role-diverse individuals to collaborate in four-to-six person groups. Twenty groups worked simultaneously as staff from the sponsor organizations walked among the tables providing creative encouragement based on the facilitator's guide Brainzooming developed.

During the one-hour workshop, participants shared and recorded ideas on:

- Expected opportunities and challenges in creating outdoor classrooms
- Their reactions to potential online educational topics
- Ideas to enhance selected topics to improve their value and applicability

Impact

Through each group selecting its two most-preferred topics, Nature Explore gained early insight to help prioritize online learning module development. Additionally, ideas from conference attendees for enhancing the preferred learning topics shaped the creation and production for online learning's introduction.



Innovating Manufacturing Processes

Situation

An industrial equipment manufacturer spent four years discussing a significant change in a critical manufacturing process in a one hundred-year old foundry. These internal discussions explored potential concepts, but didn't lead to action. A new corporate innovation initiative identified the process change as a kick-off innovation project. The challenge? Harnessing previous ad hoc thinking, involving a broader group of employees, and quickly moving from talk to innovation. Plant management, in line with its operational philosophy, preferred to use only in-person meetings and workshops to develop the innovation plan.

Experience

Working with the newly-formed innovation team, The Brainzooming Group recommended three deliverables to move the innovation initiative from talk to launch:

- A clear strategic innovation direction defining the initiative's vision, priorities, and success factors
- Articulating objectives and decision trade-offs to shape priorities and tactic selection
- A detailed working implementation plan detailing near-term strategies and tactics plus a long-term implementation direction

With the expectation for exclusively in-person collaboration, we created a series of two-hour planning workshops on the five innovation focus areas. The workshops involved the innovation team plus a rotating group of employees integral to each focus area. After demonstrating the Brainzooming approach's effectiveness, plant management agreed to online collaboration for prioritizing the six hundred implementation tactics identified in-person. We accomplished the task in fewer than three hours of the innovation team's time.

Impact

With speed as a priority in developing the implementation plan, we held the two sets of in-person workshops within four weeks from project launch. Within eight weeks, the innovation team prioritized the full plan. As the plant manager reported, "We've made changes in the past, but we've never had a plan like this that spelled out every step we needed to pursue!"

Revamping a Service Delivery Model

Situation

Literacy KC, a nonprofit focused on improving adult literacy skills, was innovating its teaching model, moving from one-on-one tutoring to class-based teaching at multiple satellite locations. Its objective was expanding its reach and the experience consistency for adult learners. With an already-established deadline for the service delivery model change, its executive director wanted to dramatically broaden planning participation to identify new ideas and address issues previously missed without derailing already-completed planning.

Experience

The Brainzooming Group designed a learner experience-based innovation workshop focused on service model delivery opportunities and challenges. A diverse group participated, including staff, board members, tutors, donors, and students. We used various activities to engage participants with varying levels of experience.

To complement previously completed planning, we:

- Looked at success factors for curriculum and logistics implementation
- Generated ideas for the learning experience design
- Developed an external and internal marketing strategy
- Devised a metrics dashboard and implementation toolkit

Impact

The diverse group was instrumental in fleshing out ideas to improve the service delivery model change's success. The range of participant perspectives included in the workshop played a critical role in seeing the proposed learner experience impacts from all relevant perspectives.

As one participant told the group at the workshop's conclusion, she came to the session intimidated and wondering how she'd be able to participate. After experiencing our collaborative approach, however, she realized she had a lot to contribute throughout the day!





About Brainzooming

Founded in 2009 and based in Kansas City, Brainzooming serves clients across many industries. With our customized, collaborative approach, we've helped hundreds of leaders maneuver around innovation barriers—whatever they may look like—and accelerate new thinking in their organizations so that they can turn interesting ideas into real business results.

From the minute we start working with you, we're focused on the end results you want. Because our process is tailored to your needs, we can meet you exactly where you are. We developed our methodology inside an industrial Fortune 500 company—so we know firsthand the opportunities and challenges of making innovation a reality inside a large organization. That's why we're an excellent strategic ally. We validate what's strategic and smart, and we challenge what our insights suggest isn't right for you.

The Brainzooming Method:

- Incorporates creative innovation and strategic approaches from multiple disciplines
- Adapts to your business needs
- Is continuously evolving

We customize our process for your specific needs, so we can combine any or all of these areas to create the results you need. We adapt; you succeed.

Our first-time clients have never experienced anything like what we do. We know because they tell us. By the second time they hire us, they know what to expect. By the third, they've implemented our processes, and may even be using our name as a verb. (Seriously.)

Are you ready to accelerate your innovation strategy's impact?



If you are looking for new, results-oriented thinking on ways to accelerate your organization's innovation strategy, let's schedule a FREE, thirty-minute chat. You're guaranteed to walk away from the call with new ideas for how to capitalize on your innovation opportunities.

Get started &
request your free call!

Visit: info.brainzooming.com/innovation-chat



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