

InnovationPoint Clients and Case Examples

Strategic Innovation Growth Initiatives



How can we leverage our printing competencies into new markets to drive topline growth?



What is the long-term opportunity for creating a disruptive new business focused on “consumer wellness”?



How can we create and grow two new businesses: “Better-for-you snacks” and “Multicultural foods”?



What new products should we create for the young men’s segment – and what should be our growth strategy for this target?



How can we regain lost share in a commoditized market – and then grow the business through innovation?



How should we define new product and service categories in health & wellness for seniors in the home?



How can we enter and become a leader in the “functional foods” business?



How can we leverage emerging trends in mobile technology, advertising and peer-to-peer interactions to create new business models and revenue streams?

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Innovation Capability-Building Initiatives



How can we create an enterprise that supports sustainable innovation – what process, organizational and cultural changes must we make?



How can we educate our senior leaders on the emerging practices of global innovation – and then apply and institutionalize what we have learned?



How can we develop and pilot a new Global Innovation Process?



What soft skills should we hire for, in order to build a more innovative marketing team?



How can we create a more efficient learning infrastructure and community of practice for our 20,000 globally dispersed managers and executives?



How can we create an internal capability for rapid decision-making and organizational alignment to drive growth and innovation?



What mindsets, skills and tools will help us take a more strategic approach to innovation?