

Strategic Innovation Workshops

OVERVIEW

InnovationPoint's Strategic Innovation Workshops deliver best practices knowledge combined with practical tools and applied problem-solving. Going far beyond typical "Creativity and Brainstorming 101" classes, our highly interactive workshops focus on participants' specific needs and create preliminary solutions to high-priority business issues.

The format is flexible – workshops are often customized to address the unique issues facing cross-functional teams, divisions, function or business units, or groups of individuals from different organizations. Case Studies are used to illustrate fundamental theories and applications. Workshops range from one to two days in length.

In some cases, we may invite an external "Thought Leader" to join the sessions to share fresh perspectives and best practices, and to work side-by-side with participants to develop preliminary solutions and action plans.

OBJECTIVES

The goals of the workshops are:

- To educate individuals and teams on specific topics in the area of strategic innovation best practices
- To apply these best practices to a particular business issue shared by a group, business unit or organization
- To stretch participants' thinking by introducing innovative perspectives from leading companies or external Thought Leaders
- To create high-level strategies and/or action plans that can be applied immediately as a catalyst for innovation

DELIVERABLES AND DOCUMENTATION

- Presentation materials, case studies, tools and templates, and session notes
- High-level strategies and plans
- InnovationPoint's recommendations based on participants' work in the session

About InnovationPoint

InnovationPoint is a non-traditional consulting firm that helps its Fortune 1000 clients take a strategic approach to innovation. InnovationPoint blends traditional and unconventional methodologies to identify breakthrough opportunities, develop growth strategies and consumer-inspired new products, and to align organizational strategy and design in a way that supports sustainable innovation. InnovationPoint's clients include Hewlett-Packard, Kimberly-Clark, PepsiCo, Frito-Lay, Philips, Dial Corporation, Charles Schwab, Microsoft, Yahoo!, SRI, Alegant Health, Genentech, SK Telecom (South Korea) and Nestlé.