

Strategic Innovation Lab[®]

A Collaborative Environment for Accelerated Innovation and Rapid Decision-Making

Fast-cycle time innovation and rapid decision-making represent significant challenges for most organizations. At the heart of the problem lies that fact that too much data, too little insight, differing viewpoints, and a lack of engaging collaborative processes all inhibit the kind of group interactions that drive breakthroughs.

Without a guiding structure – the physical environment and the models, tools and facilitation that support accelerated decision-making and alignment – teams are often left adrift, struggling to find solutions to problems and opportunities. This is especially problematic when the issues and opportunities relate to business growth and innovation, since quick decisions and alignment around evolving business models, strategies, and time-to-market issues are critical for success.

Accelerating Innovation

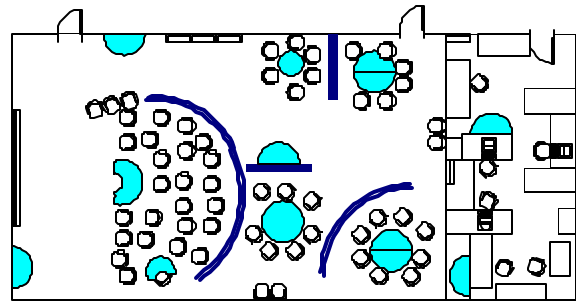
InnovationPoint's Strategic Innovation Lab[®] engages your teams, groups and key stakeholders in highly experiential, collaborative processes that accelerate decision-making and alignment around critical issues.

Each Strategic Innovation Lab[®] session involves a set of highly orchestrated experiential processes that take place in a one-of-a-kind physical environment designed to provide the optimal space for engaging groups in creative exploration, analysis, decision-making, and action planning. Sessions utilize methodologies that span from strategy to implementation, and can include external Thought Leaders who provide creative stimulus and subject matter expertise.

Lab Environment

The Strategic Innovation Lab[®] is a reconfigurable space that integrates modular furniture, white boards, technology displays, and other advanced meeting management tools. The result: a collaborative environment that taps

into the power of social processes to deliver optimal results that integrate the best thinking and work of a group.



The lab environment is available at InnovationPoint Silicon Valley or can be transported on-site to a location convenient for any specific organization or team.

Hot Topics

Hot topics for Strategic Innovation Lab[®] sessions often include:

- Consumer & Customer Experience Design
- Business Model Design
- Strategy Development for Growth
- Organizational Designs for Innovation
- Industrial Design for Competitive Advantage

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, Alegent Health,



Genentech, SK Telecom (South Korea) and Nestlé.