



INNOVATE OR PERISH

The idea of packing potato chips in tubes was a creative leap based on observing how fallen autumn leaves pack down on top of each other. This innovative idea provided differentiation in marketing, cut storage and transport costs and reduced breakages in transit.

Organisations that innovate successfully distance themselves from their competitors, while those that cannot are destined to fail.

We all urge our people to be innovative but how many of us are able to show them *'how to'* do this? We can provide your team with the skills they need to become successful innovators and help your organisation attain new heights.

Right-brain people tend to be creative but make decisions by leaps of intuition. Left-brain people are less creative and use logic in decision-making. We can help both to move towards Brain Holism, integrating creativity and logic to combine innovation with sound business judgement.

Can We Solve Your Problem?

No, but using our Innovative Decision-Making methodology we can *work with your team to solve a specific innovation issue* for your organisation.

Critical Capacities for Innovation

We can upskill your team by first developing a profile for each on their capacity in four areas critical to Innovation –

- **Information Openness** – readiness to accept and work with new information.
- **Brain Holism** – ability to use creativity or logic as appropriate.
- **Uncertainty Coping** – capacity to accept ambiguity.
- **Risk Acceptance** - willingness to commit to a solution

Tools for Innovation

Next we equip them with a set of practical tools that –

- Stimulate creativity – helping left brain people be more creative
- Apply logic – providing decision-making disciplines for right brain people

Methodology for Innovation

Our methodology provides a structure to stimulate innovation and then use a decision making process that applies sound judgement to choosing the best form of innovation for your organisation.



Affiliated Offices: Argentina Austria Belgium Brazil Chile China Finland
France Germany Hong Kong Indonesia Italy Japan Korea Malaysia Norway
Peru Portugal Singapore South Africa Spain Sweden Switzerland Taiwan
Thailand The Netherlands United Kingdom United States Zimbabwe