



## IS YOUR ORGANIZATION AN INNOVATION LEADER?

If your vision is solely driven by next quarter's results, you may be slowing your ability to get ahead in the future. You need to do the right things today to continue to grow your business. And you need the right people in a creative culture that stimulates the flow of fresh ideas and the translation of insights into solutions.

Innovation is not just about your products and services; it is about your business model, your processes, and your customer's experiences with your brands. It is about how you leverage your partnerships, alliances, and networks; it is about your delivery channels and core offerings. All these create value for your customer.

At **Innovationedge**, we know that a one-size-fits-all approach won't work for your company because of your unique issues. That's why we design a customized, holistic approach to innovation tools and models that fit the precise needs of your organization.

## WHAT WE OFFER ORGANIZATIONS

We take the mystery out of innovation by providing you initial innovation solutions, but that's just the start. We give you not only the "what," but the "how," by enabling you to build and strengthen your capabilities through your most important asset: your people.

**We'll help you deliver repeatable and sustainable growth through our holistic approach, including:**

**Your Innovation Roadmap:** We begin with a unique, broad view of your corporate performance, gaps relative to corporate goals and a recommended program over the next 3-5 years to bring your innovation systems and IA strategy in line with your goals. The assessment includes consideration of leadership skills, systems and tools, communication, success in realizing value from intellectual assets and other strengths and weaknesses. The Innovation Roadmap is a foundation that will enable you to gain competitive advantage through improved innovation systems and strategies.

**Customized Training and Mentoring:** We help your people understand and "own" growth and innovation strategies, intellectual assets, product and technology developments and open innovation best practices. Our training sessions range from 2-hour seminars to full-day workshops and we provide the materials for a quick learning curve.

**Targeted Programs:** We help your company expand its competitive edge and protect the future of your business in the process. We undertake a variety of projects aimed at strengthening strategic innovation capabilities and intellectual assets in specific areas of need:

- Business and Innovation Strategy Development
- Market, End user and Customer Insights Development
- Competitive Assessments
- Structured Innovation Tools, Methods and Frameworks
- Organizational Effectiveness
- Portfolio Management
- Culture Shifts and Evolution
- Open Innovation, Ecosystems and External Partnerships
- Sustainable Intellectual Assets: Strategy & Building a Community of Practice
- Protecting Business Method Innovation