



**ISiB** GmbH

Innovation and Strategic Business Development

## ***Rapid Innovation;*** Training support from ISiB GmbH

Successful innovation has been measured as one of the best sources of sustainable profits, differentiation and competitive advantage. Innovative companies attract the best employees, so further strengthening the organization.

"**Rapid Innovation**" was designed to help companies create added value by accelerating their innovation programs and increasing the rate of successful implementations. This directly improves the ROI of the organizations innovation program. **Ideas are the fuel of strong NPD portfolios.** Therefore we focus our innovation methodology and training programs on spending a higher proportion of resources to discover **key customer and market insights and trends**, assessing opportunities and using creativity and collaborative methods to heighten the quality of ideas entering the NPD pipeline. **A strong idea pipeline means a strong NPD portfolio.** Weak conceived ideas going through a best in class NPD development gate process will only lead to best-in-class development of uncompetitive, low profit new products

Our training modules give management and your project teams additional knowledge and skills to help improve innovation effectiveness. They are based around the following structure;

- ❑ **Opportunity** Where to research and how to mine for new customer „insights“. Determine satisfaction gaps. Opportunity identification methods
- ❑ **Ideation** How to generate innovative ideas from these opportunities using collaborative networks creative tools and processes
- ❑ **Concept** How to develop these ideas into meaningful concepts that align with business goals and which management will be willing to support. How to screen ideas and concepts and manage NPD portfolios
- ❑ **Innovate** How to implement using best in class Stage Gate methods to ensure fast results

We cover such topics as **Voice of Customer research**; Job Mapping, Ethnography, Customer Clubs, Insight Interviewing; **Ideation**; Creativity Idea Management and Screening; Spiral Development Concept Development; **NPD Stage Gate**; Gate deliverable, KPI development, ScoreCard, DashBoard, **Portfolio and Life-Cycle Management** ; PDMA best practices