

CASE STUDY

Driving Creativity and Capability to Innovate

Problem: An established company with a history of success was experiencing top and bottom line erosion as changing customer demographics and technology combined to change their industry model. Recognizing that they would need new responses, senior management asked TMT Associates to help them build capability to unlock creativity and effectively deliver innovative new products and services to their customers.

Approach: First, TMT collaborated with a business partner specializing in the creation of unique experiential environments designed to unlock mental possibilities, inspire creativity and deliver insight on external and internal factors that enable creative thinking.

Next, we trained the management team on our proprietary model for innovation execution. We developed this unique model after a decade of experience successfully introducing new products into the marketplace. Our model depicts a complete innovation system, and clarifies how to efficiently accomplish the real work of selecting and then developing ideas into marketplace-ready realities. We also addressed the operational and organizational obstacles usually encountered along the way and facilitated the group in developing safeguards within their organization system to support this important new work.

Results: A dramatic number of new ideas have been suggested for consideration. Several of these creative suggestions have been selected and are in various stages of delivery or test market. There is new excitement within the company for ideas, and confidence has been restored surrounding the company's ability to remain successful in the future.

© 2006 TMT Associates, Inc. All rights reserved

