

# ***Innovation Execution***

***Products and Services Catalog***



[www.desai.com](http://www.desai.com)  
+1 860.233.0011 (USA)



## Strategy for Innovation

Innovation without clear objectives quickly loses organizational momentum. The practice of innovation not as an occasional occurrence, but a repeating process of value creation and organizational adaptation. Our Strategy-Driven Innovation<sup>(sm)</sup> framework enables this ongoing innovation process. Below are our *Strategic Innovation Services* which assure your innovation initiatives are anchored, sponsored, and articulated for best results.

### **Innovation Mandate Development** – Does everyone know we need to innovate?

- ⊗ Our experience shows that world-class innovators have *Mandates for Innovation*; the sometimes unspoken but clearly understood. Demand or request of the organization's strategy as it applies to your part of the organization. Determining what the mandates are and how they flow down into the organization is not only critical for the success of innovation, it is critical for the long term success of the organization.

### **Innovation Readiness Assessment™ (IRA) and Audit** – How ready is your organization for innovation?

- ⊗ We have identified 15 factors and 45 components of innovation that are directly correlated to your organization's propensity to innovate. By taking this assessment you can gain access to strengths, weaknesses, and benchmark your readiness for innovation. We also provide a customized *Innovation Roadmap* to help accelerate your organization's overall business performance and results!

### **Executive Leadership Program** – Do all of our leaders understand what innovation is and how to sponsor it for their organizations?

- ⊗ This is a hands-on, realistic, and engaging workshop with senior executives designed to assist them identify their responsibilities for driving innovation and engaging the staff that reports to them. This program provides a simple framework for understanding how to support and build a climate to increase strategic innovation and cascade innovation throughout their organizations.

### **Selecting Talent for Innovation** – Where are the innovators in our company? How do we identify, engage, and support them?

- ⊗ In the global economy, knowing how to recruit and deploy talent for competitive business advantage is a critical success competency for leaders and executives at every level. At the end of the day, it's all about the people. People drive and connect an organization's ability to innovate and implement innovations. Great innovators have both visible and invisible traits that need to be nurtured and supported.



## Playbook for Innovation Solutions

Innovation without a methodology is just luck. Once you develop a strategy for innovation, then you must develop your own customized plan in the context of your current situation, culture, and the environment (internal and external) such that innovation investments will demonstrate success. Like any complex system, these elements are interdependent. Following are our offerings to help integrate these interdependencies and align the variables to your complex organizational systems.

### Challenge Development Process (CDP) – Is there an innovation process that we can follow and teach everyone?

- ⊗ While some people will tell you that process kills innovation, we disagree. CDP's tool bag can help expose burning platforms; frame and reframe exactly what the challenge/opportunity entails; integrate full stakeholder perspectives about the nature of the challenge; and most importantly it can bring fresh ideas for design, customers, process, operations, etc; finally it can quickly help you to prototype and venture.

### Innovation Management Process (IMP) – How are we going to manage all of our innovation ideas and projects?

- ⊗ All ideas, especially at the fuzzy front end, must be put in an organized pipeline so they can be developed and actualized based on the relevant business philosophy and needs. Not all ideas will find a home today, but they might have relevance or impact somewhere in the supply chain or in the future. The bigger the pipeline, the better the organizational performance.

### Innovation Program Office – How do we integrate innovation into other organizational systems and also develop best practices for innovation?

- ⊗ Truly, innovative organizations typically have a variety of resources (people, budgets, tools, etc) dedicated to the innovation process. These resources are often centrally available, available inside typical P&Ls or more often provided outside the typical P&L structure. Such structures can help – but also hinder acceleration if not properly designed.

### Metrics & Governance – How do we monitor progress and increase visibility of innovation investments?

- ⊗ Most successful companies with an innovation agenda excel at three priorities: Challenging Leaders, Setting Goals, and Measuring Progress. *Challenge* means to confront teams to outperform best-in-class competitors, *Setting Goals* should force teams to rethink processes to deliver significant value, and *Measuring Progress* should measure lagging indicators, in-process benchmarks and, and, most importantly, leading pointers that measure rate of learning of the organization. Proper governance and *Innovation Management Process (IMP)* are key enablers to assure timely and accurate measurements of your innovation investments.

### Innovation Playbook for Managers – How can we best support middle managers for innovation?

- ⊗ DeSai's Innovation Management Playbook will provide leaders with the tools and competencies necessary to build sustainable innovation capabilities for continuous growth. In today's fast paced environment, everyone could use a guide!



## Resources for Innovation

Innovation knowledge and training is required to help your people think, decide, and behave differently. Below are list of programs and resources that can be customized to your organizational needs.

**Innovation Champion Development** – How can we develop a core group of innovation experts within a short period of time?

- ⊗ An Innovation Champion is a manager or professional who has the expertise, credibility, and self-confidence to guide and coach others in taking innovation to new levels.

**Innovation Leadership Primer** – How can we create understanding and excitement for innovation at the top?

- ⊗ In this workshop or keynote presentation you will learn why some organizations are better at innovation than others and what you need to consider as you contemplate driving innovation in your organization.

**Driving Innovation Program** – Through training, how can we quickly impact majority of our organization in a cost effective manner – quickly?

- ⊗ This learning program helps leadership teams solve critical business challenges that require innovative solutions, as they learn to continue to develop a culture of innovation inside their organizations.

**Innovation Styles (Tool)** – What is the best way to ‘equip’ teams with innovation tools and techniques to solve everyday challenges – in every project?

- ⊗ This tool is designed to help leaders engage the rest of their team in innovation, as they see and understand how to leverage their style, improve communication and focus their energy on a couple of critical platforms.

**Innovation Portal (iPortal)** – How can we make it easy for everyone to find an appropriate set of resources such as tools, templates, articles, videos, podcasts, links, case studies, stories, and other information related to innovation?

- ⊗ Think of *iPortal* as your “*Innovation University*”. It is one place where users, teams, and leaders can go to for all of their creativity and innovation needs. The portal can be custom branded, with full SSL security, and role based access to content.

**Innovation Lab (iLab)** - We have a huge challenge that needs an innovative solution. Do you have a ‘place’ where our team can go to?

- ⊗ DeSai’s Innovation Lab is a physical lab for your teams to achieve focus and stretch their collective thinking. Our iLab is a *unique experience* for your teams to help solve hard business challenges. We have equipped the iLab with our unique *Challenge Development Process (CDP)* methodology and *Fusion Thinking tools*. Your teams will use unique technologies, brainstorming sessions, discovery stimulus, expert multi-industry faculty to design innovative solutions.