

Turning Ideas into Great Results

Making Innovation Happen:



Traditional (Old World) Challenges	New World Challenges
Focus on creating and capturing more ideas	• Focus on turning great ideas into real benefits
Effort in creativity increase	• Removal of barriers to innovation
Strong gating process to judge ideas	• Suspension of judgement - focus in Improvement of ideas
Innovation process is seen as a 'Funnel' - the more ideas you put in the more you get out!	• Recognition that the better the ideas you put in and the more you improve and de-risk them and link them to the final users and ensure support and commitment the better the chances of success

What Past Pentacle Clients said

I can now see how I can apply customer led innovation

We're a bank - we need more people who can think differently and get new ideas passed all the 'conservative people we have

Royal Bank Of Scotland

After 180 years of product development Eddie's (Pentacle's) innovation approach still adds freshness

Cadbury Schweppes

I use most of what I've learnt all the time

Britvic

Purpose

- The Organisation needs to actively and effectively innovate in terms of processes and ways of working.
- Innovation in the New World is extremely difficult and has a very low conversion probability ~1%

Outcomes

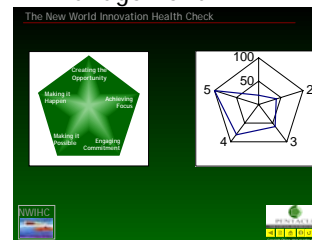
- To create a deep understanding and language of a systematic innovation process which works every time
- To help participants learn how to unleash and support innovation within their organisation
- To move participants outside their comfort zones and give them the confidence that change and innovation will not damage established strengths or working relationships
- Confidence to challenge the status quo
- A practical plan of how to embed innovation in the culture of their departments

Innovation HealthCheck

<http://www.pentaclethevbs.com/healthchecks.htm>

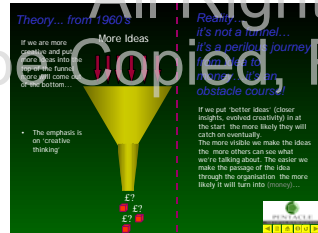
The healthcheck establishes which of the five key barriers to systematic innovation is acting as a bottleneck for the participants organisation

1. Creating the opportunity (a culture to create capture and improve ideas)
2. Engaging Commitment
3. Achieving Focus (strategic and goal fit)
4. Making it possible (de-risking)
5. Making it happen (appropriate project management)



Pentacle Framework

Journey Based framework



Creativity
Set of creativity, problem solving and customer insight tools assembled by Pentacle (non-proprietary)



Systematic innovation through R.A.B.B.I.T™



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Pre-reading

Evolve Dominate or Die - Dr. Eddie Obeng, Christophe Gillet and Andy Burnett

Timetable

Why innovation?
The Challenge of the New World
Focus on innovation - Areas we need to address in our organisation - Healthcheck review
Virtual Guest 1 SONY Leading product and process design company
Breakthrough thinking
Virtual Guest 2 IDEO leading global design company
Barriers to innovation
Beliefs
Systematic Innovation R.A.B.B.I.T.™ Method
Innovation webspace - ideas in context
Break
Dreaming a realistic future - NLP session on effective dreaming
Creativity break:
Innovation review/ Presentation Actor

Post -Application

Pentacle Performance Enhancement Tool (PeT)
R.A.B.B.I.T™

Pre-session Audit