

Rapid Results from Innovation

one



Prioritize Others' Priorities

- **Are there high priority projects that seem stick or slow?** Help your colleagues advance their strategies and achieve their goals by volunteering to use your innovation toolkit to reinvigorate or accelerate projects

two



Find New Friends

- **Are there new customers who have needs that offerings solve?** To expand beyond their primarily male consumer base, Stanley started offering their 40-ounce Quencher in multiple colors and doubled their revenue for three consecutive years.

three



Delight Current Customers

- **Are your customers struggling with problems you could solve but don't?** After only a few days shadowing existing customers, an industrial goods company had an idea for repurposing an existing product to solve a new need. Their efforts resulted in \$25M in net new revenue in one year

four



Improve Process, Not Just Products

- **Are there processes that could be made easier, faster, or cheaper by thinking about them differently?** An innovation team at a Fortune 100 Food & Bev company is celebrating its 20th anniversary because they started using innovation to improve how the company operated, savings millions of dollars each year.

five



Redefine Results

- **What metrics can innovation impact beyond revenue and costs?** A company's commitment to innovation is proven to impact its ability to attract and retain top talent, increase employee engagement, and respond more quickly to external and competitive challenges.