

STRATEGIC INNOVATION

Bringing innovative products to market



The Challenge

Innovation drives business success. However many companies struggle to generate innovative ideas or pursue the ideas that will deliver superior value to the customer. This often leads to lack of growth and lack of return on investment on innovation initiatives.

No matter where your business is on its journey, there is always room for improvement through innovation.



How can Footprint Consulting help?

Footprint Consulting can help your organisation build a robust and transparent innovation system. Teams are equipped with the necessary tools to make decision and pursue the right types of innovation. We believe that the most successful companies innovate based on a strong customer focus. Our proven structured methodology can help you collate insights from your various customer segments, and identify new needs, unarticulated needs or unique ways to meet existing needs.

The methodologies used in our workshops are specially designed to harness creativity and direct it in the right direction. With our participative tools, we will help cross-functional teams develop a project plan and identify clear accountability & KPIs to measure progress.

KEY BENEFITS

- Simplify decision making
- Structured way to cross-functional management
- Enhance creativity
- Invest time and CAPEX on the right initiatives
- Robust plans and KPIs



Robust & transparent Innovation System

STEP 1

STEP 1
Set your
innovation risk
appetite &
support system

SET YOUR INNOVATION RISK APPETITE & SUPPORT SYSTEM

Commitment to innovation

- Fully sponsored by the CEO & Executives
- Budget & staff specifically dedicated to innovation

Innovation current performance

- Pinpoint your innovation challenges
- Assess existing innovation system

Innovation capability

- Leadership culture encourages and supports innovation
- Review and improve innovation system

STEP 2

STEP 2
Define innovation
opportunities
areas

DEFINE INNOVATION OPPORTUNITIES AREAS

Broad categories

- Define innovation categories based on company goals

Opportunity areas

- Within each category, identify & select a few areas for innovation based on customer feedback & market trends

STEP 3

STEP 3
Identify innovation
initiatives for each
opportunity area

IDENTIFY INNOVATION INITIATIVES

Innovation workshop

- For each innovation opportunity select a multiskilled group of people to suggest innovation ideas

Idea pre-screening

- Over a period of 2-3 weeks a dedicated team will assess each idea against pre-selected criterias

Exploration experimentation

- Further exploration for selected ideas may be required to confirm assumptions

STEP 4

STEP 4
Create a
cross-functional
project team to
develop
innovations

CREATE CROSS-FUNCTIONAL PROJECT TEAM

Cross functional team

- Carefully select a dedicated team with the required skill set to further assess and develop initiatives
- Each member should have an entrepreneurial spirit

Oversight & support

- Assign responsibilities for oversight & support to an executive

Project plan

- Collectively develop project plans to further assess & develop the initiatives



5 Key Benefits

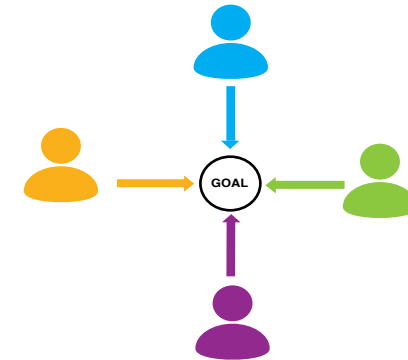
that companies will gain from adopting a methodical and professional approach to Innovation

Enhance creativity

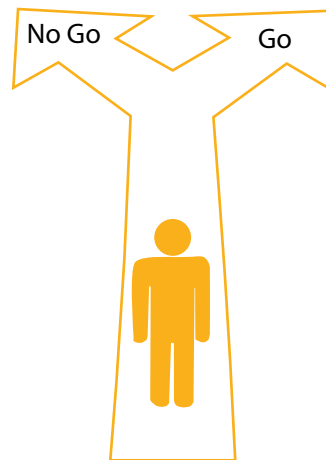
Create fertile spaces for innovation



Structured way to cross-functional management



Simplify decision making



Robust plans & KPIs

Drive accountability and follow through with the right performance measures in place

KPIs



Invest time & CAPEX on the right initiatives



Our mission is to help
your organisation reach its
full potential



Contact

Footprint Consulting

P +61 298 101 409

info@footprintconsulting.com.au