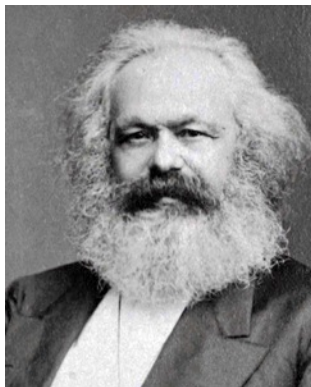
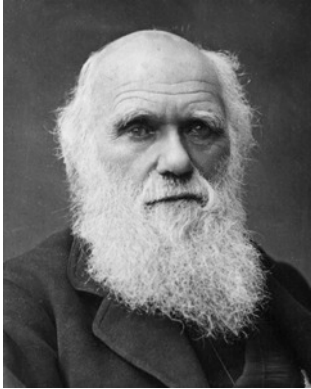


## Accelerating Innovation



### Innovation: Evolution or Revolution?

Look closely at many large companies' innovation processes and they bear a lot of similarities. Most represent their process as a funnel through which concepts pass ever-finer justification filters. On closer examination often what's revealed is a series of highly detailed, seemingly deterministic phases aimed at ensuring only the best ideas are funded.

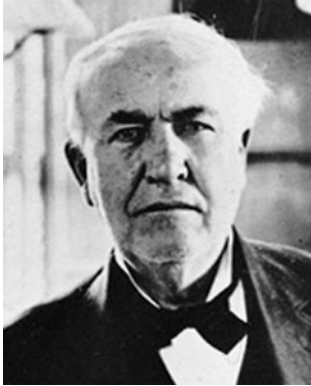
There's nothing necessarily wrong with this approach as long as the system is able to eliminate weak ideas quickly, while successfully transitioning strong ones onto projects in a timely manner.

Limitations of highly structured, formal innovation processes, in our experience, include becoming mired in analysis and enabling persistent decision avoidance. In other words, the hurdles are set so high that only low-risk, evolutionary innovations make it through the funnel. That leaves market-changing, revolutionary inventions in the hands of the competition.

### Act Different

We're not suggesting you have to grow a white beard in order to address the challenge of innovation. We are suggesting that innovation occurs best when the context for it is clearly understood. By context we mean that market, customer and business drivers are identified and appreciated as part of the motivation for finding new opportunities. Essential, too, is securing the sponsorship of the organization's senior leadership, because, after all, innovation is change and change must be led from the top.

Spearfish will help you examine your approach more closely. Do you engage with your customers and partners as part of the discovery process? Is your innovation team collaborating across functions to understand what the complete solution looks like? Are you questioning assumptions and being realistic about your timeframes and required investments? Are you running multiple simultaneous experiments that test all these elements so that you can deal with data, not guesses?



Sounds like a lot of work, doesn't it? It is. That's because in the end the fundamental equation for genius hasn't changed - it's still 99% perspiration.

### Where does Spearfish Innovation come in?

From concept development through launch, Spearfish Innovation has over half a century of combined experience working with teams at all stages of innovation. With collaborative workshops and quantitative and qualitative methodologies we can help you engage your stakeholders and customers creatively and effectively. Furthermore, with our methods supporting your processes you will garner the internal alignment necessary for rapid decision-making.

### What to expect

Starting with Spearfish's innovation diagnostic we assess where your initiatives are relative to your context and your company's culture. We will then craft a plan of action to accelerate your projects towards market launch. Our methods include analytical tools like business model canvas development, probabilistic analysis, and discovery driven planning. Our collaborative capabilities include facilitating events, both face-to-face and virtual, using techniques like Innovation Games® to gain agreement. Each business's challenges are unique and we'll work with you to ensure you have what you need to succeed.

### Spearfish Innovation

Spearfish Innovation translates your strategic initiatives into business results. We specialize in accelerating companies through inflection points in their life cycle – those moments when doing business the same old way just won't cut it.

### Contact us

Spearfish Innovation has offices in the Silicon Valley, CA and Portland, OR.

For more information see our web site: [spearfishinnovation.com](http://spearfishinnovation.com)

Contact Mike Northcott by email at: [mike@spearfishinnovation.com](mailto:mike@spearfishinnovation.com), or call him directly on +1 (503) 804-7309.