

Having a great product-to-market process with a clear strategy is fine but without a pipeline of innovative ideas it's like an empty fuel tank.

Successful companies must be continually looking to feed their innovation engine. Without a full tank the portfolio of fresh competitive products weakens, the program of continuous service improvements breaks down and the customer renewal roadmap of enhanced value or cost savings becomes tired and unconvincing.

That innovation engine needs fuel. It needs mechanisms to stimulate people's great new product or service ideas. It needs components to capture and handle the innovative concepts. And it needs people to collaborate, empathise and contribute.

But being an innovator within a company can be risky and challenging. The demands of innovation are different than operations. Those differences start with the focus on the customer expectations and perceptions of value. They extend to recognising the key distinctions with the competition or the status quo. Often innovators may need to adopt behaviours that classic business methods would encourage staff to avoid.

So does that mean we should leave the supply of innovative just to those on the fringe?

"Of the two different paths to innovation – by chance, genius and heroism or by the discipline of process institutionalised and not dependent on individuals – process wins in today's unbelievably competitive markets. You can't afford to squander resources..." [Source Stanton, & Associates]

Innovation workshops offer a useful, structured way to explore, survey and extract the fuel that's essential for the growth engine. But building a sustainable and substantial fuel supply has many challenges:

- How can we build real customer empathy and understanding to achieve accurate insight?
- How can we integrate new ideas with our business-as-usual operations, our strategy, and with our existing key competencies?
- How can we optimise the collaboration across our teams and even with our customers?
- How can we avoid group think and stop the hollow affirmations of aging paradigms?

The Complete Product provides Innovation Workshop Services

that help our client's setup and run effective event based sessions to find innovative opportunities and to fuel growth.

An Innovation Workshop can be either internally focused or client facing. Typically, business teams use internal Innovation Workshops to help identify and capture new opportunities that will enhance their customer relationships or help refine and strengthen a planned product (or service) offering. Alternatively client facing Innovation Workshops are typically used as part of the ongoing program of continuous improvement infusing that extra innovation long-term customers expect from their operational and delivery suppliers.

The Complete Product uses a personalised approach to setup and run an Innovation Workshop. Your Complete Product advisor takes the time to understand your particular business requirements and circumstance. Building on a proven process and using sound group decision making and knowledge management tools, the workshop is customised for your objectives, your time constraints and can even be run as a virtual meeting. Normally employing a five step process the Innovation Workshop builds effective collaboration and empathy to capture new ideas, integrate them into existing business capabilities, establish priorities and a high level business case before producing a future development program. Your Complete Product advisor works in partnership with you to achieve results.

And Our Service Promise is very simple: "If we can't add value, we won't add cost".

Our User References share some of the confidence in our results (as illustrated by this recommendation given to The Complete Product's Steve Hansen):

"Steve has a fantastic attention to detail and always working with us to find win-win solutions to challenging and complex issues. Steve brings a tremendous array of skills and experience to the table, with a flexible and engaging attitude, focusing on delivering outcomes." [Principal Architect, Vodafone Australia]