

**“Great Idea!”  
(Now What?)**

**Introducing....**



**Innovation Accelerator**  
**Nine Secrets of Sustainable Growth**

65% of the world's top CEOs plan to radically change their companies in the coming years, due to pressure from competitive and market forces. Source: 2006 IBM Business Consulting Services.

81% of CEOs surveyed by American Management Association say innovation is the single most important factor for success.

## **OOPS...**

Nearly 1 in 2 companies are dissatisfied with the ROI from their innovation spending, according to the Boston Consulting Group study, 2006. The most commonly cited factors for "failure" of innovation to take hold were cultural.

## **Building Innovation That *Sticks***

Attention leaders: Do you need innovation throughout the business, but the culture struggles to take hold of it? Do even the simplest practices to accelerate innovation get bogged down in turf wars, apathy, or "business-as-usual" excuses?

As leaders and organizations struggle to adapt to accelerating change, chaos, competition, technology, and scarcer talent, success is no longer just about new products and services. Forward-thinking companies are applying innovation to their business models and management practices, seeking to adapt faster in an increasingly tough competitive arena.

Jackson and Schmidt can help you break free of this inertia [or: "the invisible barriers to innovation] with a refreshing and practical approach to creating everyday innovation. Using a 3-phase Innovation Accelerator process, we help leaders firmly plant the foundation of an innovation culture throughout their organization. Filled with practical tools, stories, and advice to get people to step forward and give their every-day best.

## **Is Your Organization Innovation-Ready?**

If you want innovation to take hold and sustain, you must understand the specific dynamics that make it work, and address "hidden roadblocks" to it: The assumptions, mindsets and behaviors that run on "auto-pilot" but do not support the businesses' need to grow and change.

1. There are several strategic reasons to innovate. Does everyone in your company know what are you innovating for?
2. Do your organizational structure and decision rights support innovation, in ways that directly focus on the customer?
3. Is failure during attempts to innovate rewarded? Really? What happens when someone fails trying to innovate?
4. Do you have visible forums to explore "what if" lines of questioning?
5. Are managers visible and strong supporters of change? Is there a strong system to invest in and reward people who try new approaches?

*"Innovation is a safer term for change"*

--Jeffrey Immelt, CEO, GE

## A One-Day Workshop To Build Your Road Map

Like all of our solutions, the Innovation Accelerator process is offered in a workshop, train-the-trainer, or team coaching format to suit your unique situation.

The workshop format is custom-designed for your specific situation and needs. You will create an innovation plan for building a stronger culture that can support innovation, through learning:

- Why the business world is shifting toward innovation (versus efficiency) as a driver of growth and what it means;
- 9 foundation building blocks that underlie sustainable growth through innovation;
- 5 key questions that will define your business case for innovation;
- Assessing the innovation landscape: 3 innovation strategies and the cultural implications for each;
- How to benchmark the strength of your culture against 900 companies, and determine its ability to drive innovation AND 6 other key business performance measures;
- Expectations contracting: Tips for building leadership commitment in the right places;
- How to resolve the “impossible dilemma” between “meet the numbers” and “grow the business”;
- How to select and train change agents that will support innovation in the business;
- The right mix of empowerment and central control that creates personal accountability, creativity, and problem solving;
- The risk/failure equation: How to get it right;
- Meeting practices and feedback approaches that help and hinder innovation;
- Benchmarked best practices of the “innovation champions”.
- The key to engaging employees (not just R&D) in improving customers’ lives;
- How to deliver messages about change that energize and align people.

You will take away:

- The formula to build a strong business case for growth through innovation.
- The building blocks of an innovation-friendly culture, and how to link it to your strategy.
- A specific “Innovation Plan” for your organization using an actual scenario in your business.

## Learn more about our solution

**Call us.** If you have an urgent problem, why not take a small risk, pick up the phone, and call us? We are happy to talk with you for 30 minutes or so about your business, with no risk or obligation. And we aren’t “trained killer” salespeople, so we won’t bug you afterwards unless you ask us to. OR Email us at [Contact@jacksonandschmidt.com](mailto:Contact@jacksonandschmidt.com).

We look forward to having you **call us now...**  
(For a perspective that WILL make you think about things you haven’t considered)

**Just do it.**

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