



Guided Innovation Services - Delivering More New Product Impact

Our services move you from struggling with innovation projects to creating a predictable stream of new product growth and bottom line impact



This overview describes the services that Guided Innovation offers. More detailed overviews are available for each service. We customize our services to help with your new product innovation efforts in a number of ways. That help can range from short-term diagnosis and repair of your stalled or struggling projects, to planning for new projects, all the way to strategic guidance that puts your new product portfolio and innovation efforts on a continuous improvement track and ongoing coaching that helps leaders stay on that track.

What we don't offer are rah! rah! programs that get everyone all hyped up on innovation: leaving you to deal with the hornet's nest that's been stirred up. Yes, creativity, lateral thinking, brainstorming and the like can be important, but only if harnessed for commercial purpose; otherwise, they are just a distraction. We work with your innovation teams in a way that will challenge them to think "outside of the box" but provide them with tools to make sure that new territory holds either unmet or unarticulated customer needs and practical solutions that they can implement: needs and solutions that sync with your strategy and can deliver commercial results.

Guided Innovation Diagnostic Track



Project reviews, organizational assessments and problem diagnosis with a fresh perspective

Do you understand the risks inherent in your new product project portfolio and how to deal with them? The first step in solving any problem is to identify its root causes. Whatever the situation, your organization will have many opinions about problems and their causes. But they are often just too close to the issue making it easy to confuse symptoms for causes. This results in solutions that are ineffective or even make things worse.

A Guided Innovation Diagnostic gives you independent, expert perspective while still involving your team and drawing on their important knowledge and subject matter expertise. We offer two types of diagnostics:

Portfolio level: A quick, high level scan of all your key new product initiatives to identify projects at significant risk.

Project level: An in-depth evaluation of individual projects to identify key risks problems and their root causes.

In most cases, within just one week you can expect a confidential assessment of the situation and a recommendation for turning it around. Every assessment comes with our no-hassle performance promise; we guarantee that you will be 100% satisfied with our analysis and recommendation or your fee will be returned.

Visit us at www.guidedinnovation.com/Diagnostic for more details

Guided Planning & Execution Track



Facilitated project mapping and planning to ensure your new projects get started on the right track in the first place

If you don't know where you're headed, any route will get you there.

Unfortunately, too many product development projects start without a clear target and a plan for achieving it. If you are just launching a new product development or other strategic initiative, this workshop will rapidly take your team through the process of setting objectives and building a project plan. You also have the option of continued coaching sessions to provide the team with independent feedback and ensure the program stays on track. Start your strategic new product projects on the Guided Planning & Execution Track and you can expect your team to hit the ground running with a solid plan designed for results.

Visit us at www.guidedinnovation.com/P&E for more details

Guided Innovation Rescue Track



A program that gets your struggling product development projects back on track fast: in weeks not months

In the unfortunate situation when a project does go off the rails, it can be tough for the project team to see the path forward. It's only natural; they get too close to the details and become too invested in the project to be objective. The Guided Innovation Rescue Track starts with a project level diagnostic. Then, if warranted, the project team goes through a workshop to lay out clear go or no-go milestones for reevaluating feasibility and moving forward with development. You can expect to see your key new

product project back on track with a clear direction for commercial success: often in just a few weeks.

Visit us at www.guidedinnovation.com/Rescue for more details

Guided Innovation Mastery Track



A comprehensive program that puts our five-step continuous improvement process to work improving your new product innovation results

The Guided Innovation Mastery Track is for companies that want to see continued improvement and greater impact from their innovation investment. This comprehensive program looks at all of your key new product programs and every element of your innovation process to identify the constraints you are facing. After a fast start session, your team gets ongoing coaching and a series of customized workshops that help them eliminate constraints one by one over the course of a one-year period. As a result, you can expect to see rapidly improved results with all your key projects. You'll also make continuous gains in innovation throughout a stronger part of your corporate culture for the long term.

Visit us at www.guidedinnovation.com/Mastery for more details

Guided Innovation Continuum Track



One on one coaching for innovation leaders or project teams to ensure continued improvement progress

If you've already completed one of our other programs or would like to get started more gradually, the Guided Innovation Continuum track offers a one on one coaching approach with an affordable monthly fee. Bi-weekly calls help your innovation leadership or project team leaders perform at the top of their game and stay focused on their key priorities: the priorities that will deliver the bottom line impact you're looking for.

Visit us at www.guidedinnovation.com/Continuum for more details

Of course, the proof is in the results

Here are some of the results our clients have achieved:

- EBITDA more than doubled in a commodity market with new solution driven offerings
- Overall development expenditures reduced by 20-30%
- Average new product development time cut from 36 down to as low as 10 months
- Project workload reduced from 50 down to 5 projects while new product output increased and generated impactful revenue in months not years.

Our unique promise

All of our work is backed by an unconditional performance promise - In fact, we guarantee that if you put our five-step approach to work, you will see improvements that far outweigh your investment or we'll work without any additional payment until you do.

Not only that, but we're even willing to base our fees on your results. That's right. Our Guided Innovation Mastery Track is offered on a contingent fee basis: After a modest set-up fee, you don't pay anything else until you see increased new product results.

What to do if you're interested in a no obligation discussion

If you are interested in finding out how our services can help with your specific situation, you can call me, Mike Dalton, directly at (262) 672-2700. Or if you prefer, just fill out the form at www.guidedinnovation.com/Breakthrough and we'll call you for a simple no obligation discussion.

In this discussion, we'll find out a little bit about your objectives and the new product development issues that your business is facing; if there's a fit, we offer a complimentary [in-depth strategy session](#) to understand your problems and opportunities and to explore how we can help you get more impact from your innovation.