

# 'Innovation Bootcamp' helps create innovative new services for global media group

Innovation Performance Improvement  
Opportunity Discovery

**SAGENTIA**



**Our client – one of the world’s largest media groups – needed to quickly identify credible, differentiated and valuable business offerings whilst building an innovation capability and nurturing an innovation culture within the organisation.**

We developed an intensive programme, working with a pilot group of ‘fast track’ managers and experts drawn from across the client’s business.

Over a three week period this team was coached in how best to innovate. Additionally we facilitated meetings around:

- market assessment
- team building
- ideation processes
- visualisation
- preparation of initial business plan

Week one was spent understanding the innovation task and the tools that can be deployed to ensure innovation happens. Week two was creative – the aim being to generate over 100 ideas which were then filtered to a core set. In week three this core set was presented back to senior management, including the company’s CEO, who immediately approved four concepts for further development.

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