

The launch of a global innovation initiative for a life sciences and materials company

Innovation Performance Improvement

SAGENTIA



A global corporate innovation initiative was launched by our client to generate ideas beyond the scope of its current business. Having selected an in-house team of innovation managers, it was recognised that the team would need innovation coaching and that hands-on support was required to ensure the successful implementation of the initiative.

We worked on-site with the client team for the first year of the initiative, during which time we:

- identified topics for guided innovation streams and facilitated related workshops
- evaluated and refined ideas suggested by employees and identified during workshops

- gave constructive feedback on individual ideas
- delivered market and technology content to take selected ideas forward
- coached project teams in the development of business plans.

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