



Interactive Innovationsm

A process to help invent ideas and solve problems
Many companies have seen the advantages of
Interactive Innovationsm because of its promise in
new product development, marketing, branding, and customer satisfaction. It
has been deployed around the world to develop new products and line
extensions, produce concepts, create positioning strategies, and invent effective
communication policies.

Interactive Innovationsm is not a research method...

... but a process to stimulate concepts using participants typically drawn from the client's employees – often a highly motivated source of original ideas. The key is to encourage those ideas. And that is where Interactive Innovationsm comes in. Truly original, breakthrough ideas are hard to come by, fragile and easily rejected. They need encouragement and nurturing in early stages. Ideas that may appear wild and crazy can stimulate others that are feasible. That is the mission of the Interactive Innovationsm process.

A typical session involves six to eight participants working together for up to five hours, with the guidance of a skilled and trained Facilitator. The Facilitator protects ideas in their early stages and uses a host of techniques to encourage the divergent thinking that often leads to breakthroughs.

While the Facilitator runs the course of the meeting, the client serves as the 'Problem Owner', focusing on content.

Interactive Innovationsm initially protects ideas, but the process is also designed to turn fragments of intriguing ideas into robust solutions. Powerful ideas often appear to contain a flaw and are rejected. By itemising, and then resolving flaws or obstacles, we reshape idea fragments into strong solutions.

Interactive Innovationsm is a very useful way to develop concepts that can later be assessed by a variety of more conventional research techniques. It can also turn research findings into viable products, services and strategies. The best ideas can then be re-exposed as concepts to consumers to gauge their appeal and to further refine the offering using more conventional methods.