



# Innovation Management

A 10 year study by the UK Design Council showed that shares in design-led businesses outperformed key stock market indices by over 200%.

Iconic and globally successfully brands like Apple, Dyson and Alessi are driven by design and inspired by technology. USA research into leading global brands has shown that almost half the revenue comes from products which are less than 5 years old, with the best performers converting an average of 1 in every 3.5 ideas into successful concepts, compared to the average conversion rate of 1 in every 8-9 ideas succeeding.

These world-class innovators understand that design is critical to achieving their vision, but invariably, a well defined and managed innovation process lies behind the impressive "hit" rates. With such innovation management processes also contributing to significant reductions in development cycle times, the case for implementing design-thinking and a clear innovation management process is compelling.

## Innovation Training

These in-house training courses are designed to introduce the Stage-Gate™ management process to cross-functional teams. This 2-day introductory course will equip the team with the tools to maintain a design focus and to develop and implement their own version of a popular and proven innovation management process. Further half or full day creativity courses introduce design-thinking practices and a framework for collaborative / open innovation which add further value to the innovation management process.

## Process Development

Accompanying the Innovations skills training course, SGP is on hand to guide the client's NPD team through defining their own framework for critical decisions in line with the company's vision. This facilitation course can take from one to five days depending on the client's requirements.

## Project Management / Mentoring

SGP can provide on-going support and mentoring for NPD teams as they begin to implement design-thinking and the Stage-Gate™ based innovation management process. This support is tailored to the client requirements for specific support (eg for a critical innovation project) or team mentoring during the process implementation to help team confidence and acceptance of these new ways of working. Innovation Workshops

