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insight #1:

Competitive environments are becoming ever more turbulent because of the **increasing pace** of companies introducing **break-through products, services and business models.**

◆ **Analysis of the Fortune 500** reveals: **one-third** of the companies listed in 1970 had **vanished** by 1983.

insight #2:

Analysis of the Standard & Poor's index of 90 important US companies reveals that the **expected duration** of a **company's existence** on the index has fallen from 65 years in the 1930's, to just **10 years** at the end of the 1990's.

The Insight Centre

Your products, services and technologies have a limited lifetime.....

Every product or service and the technologies upon which they are based, will one day become redundant due to:

- a diminished market need,
- a lack of natural or sustainable resources, or
- a new innovative offering meeting the consumers' needs better and cheaper.

The speed at which this occurs varies by industry but its inevitability is certain. Your products, services and technologies have a limited lifetime. In today's hyper-competitive global economy, the pace of this disruption to established products, services and technologies is ever increasing, futures are less certain. Your business will eventually have to drive breakthrough change or become its victim.

The Insight Centre helps its clients to confront the process of 'Disruptive Breakthrough'

We have a portfolio of tools and processes underpinned by 20 years technical and change management experience in a wide range of industries and environments.

We work in five key areas.....

- **Products:** Technical problem solving facilitation. Assessing threats by competitors. Seeking opportunities for disruptive breakthroughs. Advising action feasibility in the competitive environment.
- **Process:** Auditing routines and procedures that affect next generation and breakthrough business development. Best practice advice.
- **People:** Building or enhancing innovative technical problem solving teams. Assessing and building commitment to disruptive change as a collective imperative. Evaluating and updating skills and talents.
- **Projects:** Advice and support for the initiation and management of projects focused upon the development of new products, services and processes with breakthrough potential.
- **Portfolios:** Assessing portfolios of innovation activity. Conducting product/service maturity evaluations. Creating resource allocation strategies to maximize the benefits of product enhancements, operational efficiency and breakthrough business development.

Work with us.....

Analysis shows that organisations ultimately grow and survive through innovative products, technologies, processes and business models. An organisation's failure usually follows a lack of appreciation of these facts.

The pursuit of systematic innovation and change is not a "bet-the-company" activity - you can increase your chances of finding and delivering win-win breakthroughs by working smartly and working with the Insight Centre.



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insight #1:

'There is **no direct relationship** between **R&D spending** and significant measures of **corporate success**'.

'The **key** is to identify the **priority areas** where **innovation** will have the **greatest impact** on performance and opportunity creation'.

*Global Innovation Study
Booz Allen Hamilton 2005*

insight #2:

'**Successful innovation**... demands careful coordination and orchestration both internally and externally. How you spend is far more important than how much you spend.'

**The Insight Centre:
Delivering break-through innovation and change**

The Insight Centre

We can help you.....

- develop innovations that will disrupt your competitors
 - identify and mitigate external disruptive innovation threats,
 - plan and manage organisational & cultural change projects and programmes,
 - develop teams and professional skills,
 - innovate product design and services,
 - use TRIZ & other creative, technical, and organisational problem solving techniques and processes,
 - review your innovation portfolio to recognise the business opportunities of your innovation options,
 - re-orientate, reinvigorate & restructure unproductive teams and sections,
- to increase your competitive advantage, and fulfil personal potential and organisational ambition.**

Our experience

- individual core team members bring up to 25 years consulting experience in these areas. For example, co-ordinating the UK involvement of a 3 year, 3 million Euro EU project investigating how in part to provide help to industrialists wanting to understand how disruptive innovation can be fostered as part of a major competitive strategy,
- our team members have managed multi-million pound projects, and have worked with organisations in the UK, Czech Republic, France, Spain, Belgium, across a range of industries (product development, manufacture, communications, service, utilities and research),
- includes the use of the latest proven tools and techniques, and is supplemented by access to the latest research.

What people say.....

'Given the slightest opportunity, I will have you back in a flash.'
Ron Enoch, Business Manager: Cosalt International Limited.

'Thanks for your seminar on disruptive innovation... our participants rated it one of the best in the whole 12 month course – thought-provoking and highly applicable... let's get some dates so you can deliver it again.'
Gill Targett-Adams, Director of the GENUS Business Leader Development Programme, Exemplas.

I was impressed by the efficacy of the system on the real problem. John was fired off on totally radical lines..... I am thinking about using Altshuller's table as a kick-off for my next brainstorm, just to see the reaction of the team and whether it stimulates a better result...'
Chris Treise MCMI, Constraints Engineer, Project Supply Co-ordination, Cooper-Standard Automotive Limited.