



metacorp

VISION | STRATEGY | EXECUTION

INNOVATION MANAGEMENT CONSULTANTS

[ We Turn Your Problems Into Profits. ]

FROM MIND TO MATTER™

## [ METABOOSTER ]™ — ACHIEVE BREAKTHROUGH INNOVATION (IN SIX EASY STEPS)

While we all recognize the importance and necessity of innovation for long-term sustainability, it may be difficult to kick-start initiatives or build momentum in your organization. The following six steps will get you started, helping you drive breakthrough innovation from the top down, while getting everyone in the organization involved including your customers.

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- 1 Start at the top by committing senior management to drive new initiatives.
- 2 Set realistic goals and strategies that focus on delivering incremental short-term wins - long term growth will inevitably result.
- 3 Connect and communicate with all your stakeholders (especially customers) about what you are doing - share the vision, build excitement and momentum.
- 4 Develop customer-driven knowledge systems to drive new initiatives.
- 5 Share the risk across the enterprise by organizing team-driven initiatives - never isolate or alienate innovators, give them the resources they need to succeed.
- 6 Focus on measuring innovation productivity as it relates to bottom-line performance.

They say the road to success is paved with failure. So why not nurture a culture and philosophy of innovation which teaches employees that it is far better to try, fail and learn than not to try at all. Get all ideas out in the open, discuss them with everyone and invite as many corporate volunteers as possible to participate in making them reality. Call Metacorp to help you get things started with an **Extreme Thinking™ Workshop**, we help companies transform ideas From Mind to Matter™.