

mindstir

Setting potential free to turn into realized value

- **87%** of almost 500 executives surveyed said that *innovation was important or critically important for their company's long term success.* (Economist, 2007)
- SA companies get an average of **500%+ return on investment on innovations** that are implemented. (HSRC Survey, 2007)

To what extent is your company turning this potential into realized value?

Mindstir is an innovation company that partners with you to accelerate the implementation of innovation strategies in your company. This way you benefit much sooner from the increased revenue normally resulting from a well thought through and carefully implemented innovation strategy. Through our practical experience and knowledge we'll help you to not only stir the thinking patterns of the individuals in your company but also to stir the collective "corporate" thinking patterns.

We provide a whole solution for you to involve (in a well organized, manageable and measurable fashion) employees, as well as other stakeholders, in growing your business through their innovative ideas.

Why Mindstir?

1. **We have experience in implementing innovation strategies – no need for an extended learning curve**
2. **We have customizable strategies, structures, processes and implementation plans – we work with you to make sure it fits your overall business strategy**
3. **We have tools to help with you implementation:**
 - **Systems to capture and manage the implementation of ideas as well as measure the benefit of your implementations**
 - **Change Management tools like innovation training for all participants in your innovation program**
 - **Communication templates to ensure all your innovation partners understand the objectives and stay involved**
4. **With much of the groundwork done, our experience, tools and methodologies accelerates the benefit of implementing innovation strategy in your company.**

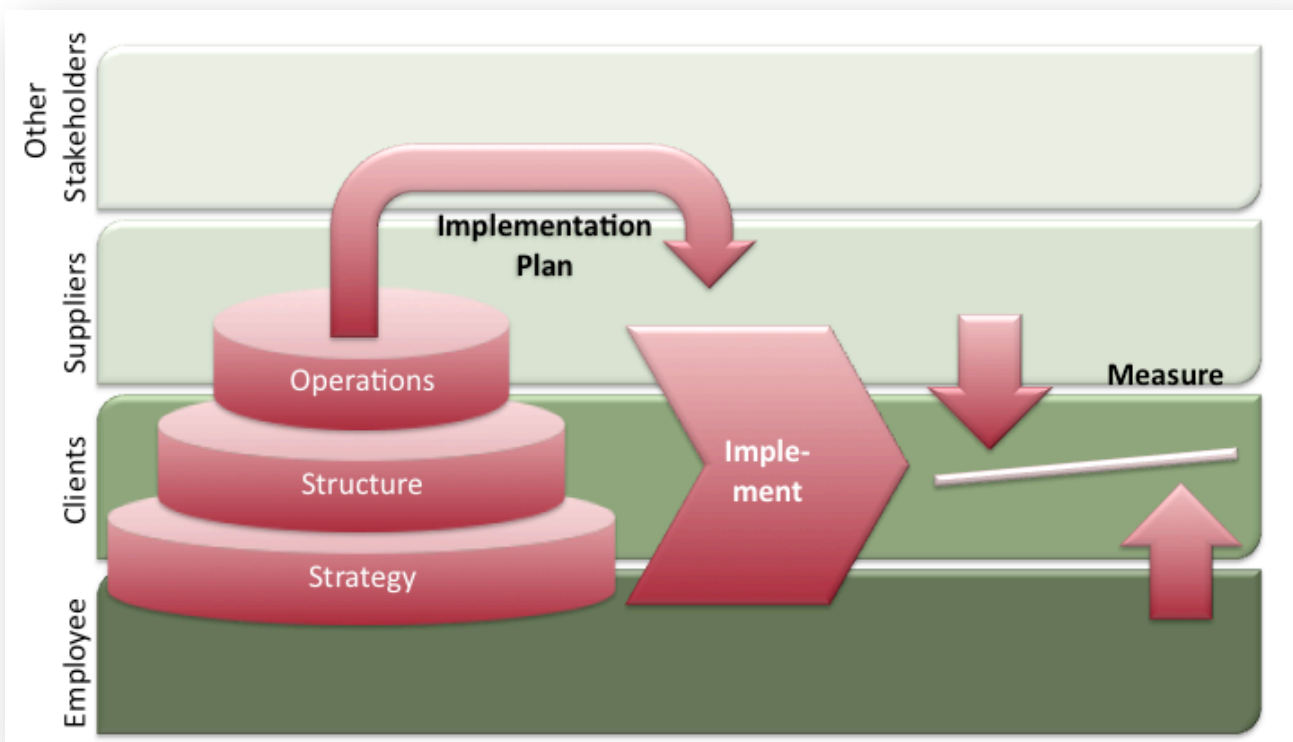


Figure 1: Mindstir Methodology

Our innovation solution can include all your stakeholders and employees can be involved on either a part time basis or we can assist in setting up a dedicated incubation unit.

There are three phases in setting up your innovation solution:

PHASE 1: Design

In the design phase we will ensure that we formulate an innovation strategy to support your overall business strategy. Part of this process is to define your innovation objectives and criteria for success .

Once we know what you want to achieve we provide you with various structure options where you choose who you want to involve and on what basis. Some of the choices you need to make revolve around:

- Target audience
- Level and type of involvement
- Fit within your company structure
- Human resource requirements
- Reward

In the Operations step we:

- customize processes and procedures to ensure implementation,
- develop a comprehensive change management plan and customize the training and communication elements we have to suit your needs
- customize our innovation system to integrate with your existing systems and to reflect the processes and structures you have chosen

The last step in the design phase is the development of a detailed implementation plan that defines activities, timelines and responsibility as well as budgets.

PHASE 2: Implementation

Part of the skills we have is extensive Project Management experience, most of it specifically in the innovation environment. We want your innovation strategy to succeed and therefore include a month's free consultation time to help you implement successfully.

Should you prefer, we will implement on your behalf.

PHASE 3: Measurement

Our final phase in implementing your Innovation strategy is the ongoing measurement of results. Based on the criteria for successful implementation that we agreed on in the design phase, and with the use of the Mindstir system you will be able to measure your results on a day-to-day basis.

At the touch of a button you can access:

- number of innovations;
- number of innovators;
- number of implemented innovations;
- contribution per target audience;
- projected and realized NPV for implemented innovations.

Ongoing:

Mindstir believes in long-term partnerships and on a regular basis we will communicate with you through newsletters, events and seminars. All in an effort to continually stir the thinking!

Make sure you realize the potential value that lies latent within the minds of employees, customers and suppliers. Give those ideas a channel to be set free and to grow. Mindstir can help you stir potential into realized value.

Contact us now for an exploratory discussion:

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