

Innovation Consulting

Innovation is simply too important to be left to chance. Defining and building a sustainable innovation capability within your organization requires commitment, focus, and discipline. Working with OVO, you'll have a partner with the experience to make your innovation initiative successful.

Innovation Strategy and Process

We start our engagements with a quick assessment of your team's capability and readiness for innovation. The assessment identifies the areas most in need of attention and becomes an input to project planning.

Defining a purpose and mission for innovation within your organization is the most important first step. Since there are many definitions and expectations around innovation, it's important to get everyone on the same page early on. OVO helps your team define its mission, roles, and responsibilities as part of an innovation charter and align its effort to strategic goals.

Once the scope and mission are well defined, we work with your team to define an innovation process. For sustainable, repeatable innovation, your team must create a consistent, collaborative process for generating, capturing, managing, and evaluating ideas.

OVO helps your team define a repeatable innovation process, defining key steps, inputs, deliverables, and roles related to the process.

Communication and Cultural Change

Innovation requires changes to existing work teams, processes, and expectations. Consistent communication from senior management about innovation goals and expectations will assist the innovation team and begin to change the corporate culture.

OVO helps your team design a communication strategy and communication plan, developing messages and collateral.

Beyond communication, we examine the corporate culture and identify methods to encourage innovation. Barriers to innovation include rewards, recognition, and existing evaluation metrics.

OVO helps your team consider the factors that block or stymie innovation and implement programs or changes to encourage it.

Building an Innovation Team

While innovation may happen throughout your organization, a central innovation team can play an important role, providing common tools, techniques, and approaches, for generating and evaluating ideas that are too risky or too disruptive for business units more focused on quarterly results.

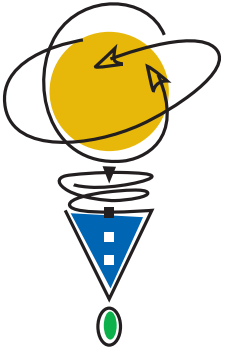
OVO helps define the roles and responsibilities of a central innovation team and the appropriate staffing. Additionally, OVO provides standard training or can develop customized training in innovation techniques and processes for your team.

Defining Metrics and Evaluation Criteria

We work with your team to define the appropriate evaluation criteria for ideas, so that each idea receives a consistent, transparent evaluation based on its merits. As your process matures, OVO

- ▶ *Improving the innovation capability of your firm requires more than an idea database or a few brainstorming sessions. Sustainable, repeatable innovation requires commitment from senior management, excellent communication, cultural change, and a defined innovation processes.*
- ▶ *Subtle concepts mean a lot where innovation is concerned. Creating a common definition for innovation and tying innovation to corporate strategy is important. Creating an innovation capability that fosters collaboration, lowers the bar to entry, but does not create additional overhead is a big challenge.*
- ▶ *Innovation must become part of the fabric of your work and your culture rather than a "bolt-on" process on top of the existing work efforts. Otherwise, sustainable innovation can't be achieved.*





can help identify measurements and metrics for the innovation process. These metrics reflect the throughput of the process, as well as outcome-based metrics as the ideas mature and become new products and services.

Idea Campaigns

Many firms use idea campaigns to generate ideas from their employees. OVO can help your team define idea campaigns, develop the appropriate background and contextual information, build communication documents, and manage an idea campaign.

Other Innovation Services

OVO assists its clients through a range of additional innovation services, including brainstorm facilitation, innovation team training, and outsourcing various phases or functions of the innovation process. Turn to OVO for any innovation need.

Benefits

Working with OVO as a consulting partner, you'll gain the benefits of working with a firm with tremendous experience and a proven approach. We work with your team to create an innovation capability that meets your needs and matches your culture and capabilities. Together, we build a process that encourages idea generation targeted at specific opportunities and challenges. Those ideas are more valuable because they are created in a context and can be more easily evaluated and considered. Following our approach, your entire organization understands the importance of innovation and is able to participate to share their ideas.

By working with OVO, you'll create a more successful innovation capability that gains greater buy in and provides benefits more quickly.

Call us today to discuss your opportunities to create or to improve your innovation capabilities and discover why so many firms trust OVO to help them Innovate on Purpose™.

Ready to Innovate on Purpose™?

For more information, contact OVO today:

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