

# Primed for Innovation

JUMP START YOUR ORGANIZATION'S  
INNOVATION-CAPABLE CULTURE  
WITH THIS 1-DAY PROGRAM

## AN INNOVATION-CAPABLE CULTURE

*What is it? Why is it important for your organization's success today? How do you create one?*

Too many organizations struggle to capitalize on the wealth of good ideas they have at hand. Ideas get lost in translation, or confused in transmission, and sometimes their difference and uniqueness make them difficult to "place" into the current business models or operating practices at play.

*And so they die.* Usually not loudly and violently but by a thousand cuts, or neglect, or by indifference. The right ideas simply don't have an organization filled with people who might, using a common language, simply and effectively advocate on their behalf.

What if there was a method to provide the structure to not only originate targeted ideas, but get them to market faster? - *There is.*

## A model for innovation performance.

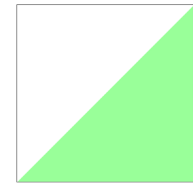
By using the design thinking framework developed by the one of the most innovative companies in the world, IDEO, this 1-day program gives participants the opportunity to experience it live via the **Design Thinker - Experience Innovation** simulation.



This program was co-developed by IDEO and ExperiencePoint, who design and deliver engaging, powerful simulations that enable focused experiences with business theory, techniques, and tools.

Combined with Design Thinker are a series of team-based learning activities designed to reveal existing impediments to innovation and provide tools for their management and removal or minimization.

One such tool is the **Social Orientteering<sup>SM</sup>** model which highlights the power of social networks in organizations and how they may be used to strengthen and promote innovations across the organization in order to get to market more efficiently and effectively.



SocialOrientteering<sup>SM</sup>

PARTICIPANTS, WORKING IN INTACT WORK TEAMS WILL LEARN:

- To recognize & address barriers to innovation performance
- A set of readily applicable skills & a common language for innovation
- The power of social networks in delivering innovation to market

## WHO SHOULD ATTEND?

Teams of **4-7 people** who want to create a foundation for innovation success.

FOR MORE INFORMATION GO TO:

[www.thinkprimed.com/service-offerings](http://www.thinkprimed.com/service-offerings)

OR CALL:

+1-609-632-0068

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Primed Associates, LLC

*Creating innovation-capable cultures*

