



**Product
Realization
Group®**

Innovation IMPACT for Corporations

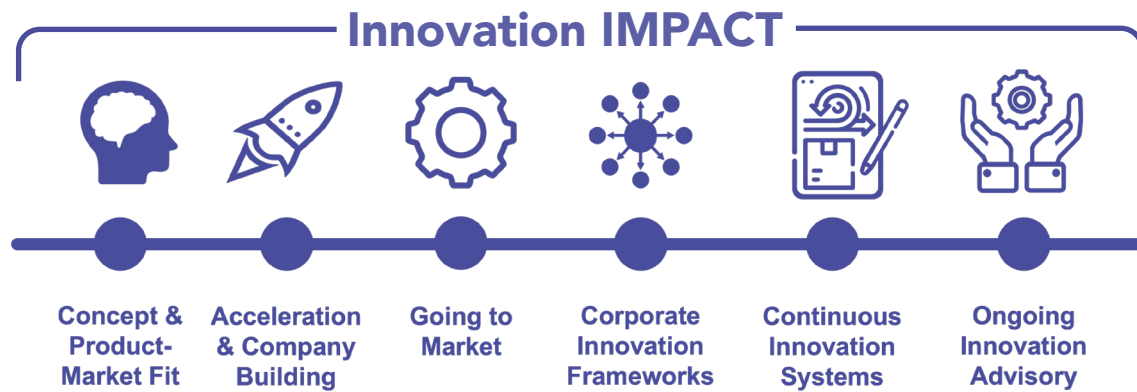
*"Innovation IMPACT
changed my
company's culture,
we are so much more
dynamic!"*

*-- CEO, Global Telecom
Corporation*

Contact Us

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Shift culture and capability with Innovation IMPACT

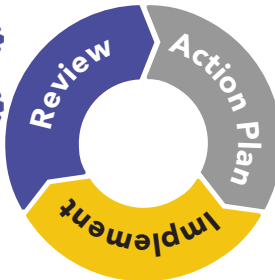
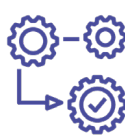
Product Realization Group (PRG) and our partner Innowise have developed and honed a tested methodology to build innovation from within your company. Our team of experts tailors the process to fit your business needs, with the ability to change as skills and capabilities grow.

Corporate Innovation is difficult:

- Building and keeping staff engagement is hard.
- Picking the right innovative ideas is hard.
- Management of projects is hard because innovation doesn't fit into your current structures.
- Getting real results is hard because innovators are not necessarily engineers or business people.

How we work with you

1. Together with you, we conduct a review of your company's innovation capabilities to determine the required activities



2. We design a specific plan for your innovation strategy including business modelling and organizational capabilities



3. We work with you to implement the Action Plan and support you throughout your development

The PRG Innovation IMPACT process

Review

- Collect and review all available innovation and strategic resources to understand your intended future state.
- Interview your team(s) to broaden understanding of company and your innovation goals.
- Review the results of our findings with you to establish a common mindset about future possibilities.

Action Plan

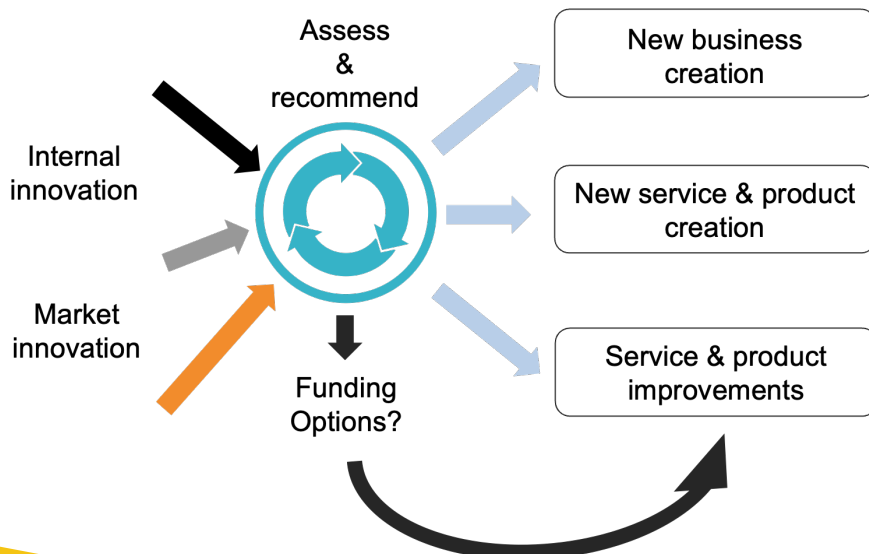
Sample Focus Areas within an Innovation IMPACT Engagement

- Generating enthusiasm for the creation of an innovative community inside your company
- Teaching everyone about innovation and how to understand if an idea has market potential
- Creating an environment where your staff feel their ideas are listened to and properly assessed
- Establish formal methodologies for assessing and advancing the best ideas towards commercialization
- Building an innovation project “factory” where the people with the most promising ideas can be supported and given entrepreneurial training
- Molding rewards structures to encourage and sustain innovation at all levels of the business
- Encouraging and supporting both innovation mindset and culture changes through internal activities, campaigns and promotions
- Working with you to create a support system for innovation within your company, including product management, investment controls, reporting and transparency for upper management
- Adding to the marketing potential of the company by showing how to promote a new innovative nature

Implement

- Establish innovation project delivery teams.
- Create and manage full project plan; meet weekly to update on progress.
- Bring in PRG and Innovise experts as required to fill temporary gaps in staffing/expertise.
- Assist in hiring additional permanent internal team members as needed.
- Deliver a fully functioning innovation framework for your company.
- Build a complete innovation ecosystem supporting your activities and goals.

The Innovation IMPACT System



We provide you the resources you need to fill gaps in your team as needed. PRG allows you to quickly staff up in areas of expertise to expedite the creation of your Innovation Framework. As you grow, our team can continue to support you or allow you to transition the work to your own team.

Learn more about how you can benefit from end-to-end control of your innovation framework with Innovation IMPACT. Contact us today.