



# Focused Partnerships

Focused on business issues; facilitated solutions through Partnerships

## Business Thinking ?



**SIGNAL**

THE NORTH DOWN  
BUSINESS GROWTH  
INITIATIVE

**Innovate Now -  
How To.....**

Wednesday 9th November 2011

# Workshop Objectives

This workshop will provide you with the skills and tools to help you to:

- Gain a **further** 'how to' insight into the world of innovation and opportunity capture.
- Experience an insight into a '**structured system**' that can be used in **ALL** sectors at any stage for anything, be it product (new or old), process, service or opportunity.
- See 'your business/organisation' through a different set of eyes (suppliers, customers etc).
- Explore and grasp the world of 'low risk' opportunity.
- *Explore the benefits of listening to your team and learn.*
- Be able to **INNOVATE** your offering endlessly.
  
- **Be introduced to new skills that will deliver real tangible outcomes in any business / organisation.**

# Moving Obstacles

The point of this workshop is to show that we need:

- To CHANGE the mind-sets 'on' and 'in' innovations.
- Move away from what is normally 'ingrained' in culture about innovations.
- Work with everyone in all different circumstances.
- Work in all sectors – public, private and voluntary/3<sup>rd</sup>.
- Work in ALL parts – business, education, health, financial, IT etc.
  
- That everyone can contribute to the world of INNOVATION.
- No-one is 'constrained'.

# Quick Introductions

## Neil Mitchell

BA (Hons) in Business Studies – University of Ulster,  
Jordanstown  
Master of Business Administration – University of  
Ulster  
NLP Practitioner  
La Salle Matrix Thinking – Innovation Partner  
MCMI - Member of the Chartered Management  
Institute

Northern Ireland Civil Service - P&T staff  
Networks & Communication Supplies – Senior  
Consultant (Family Business P/T)  
Drury Communication - Senior Consultant / Trainer  
Neil Mitchell and Associates – Proprietor – Trainer /  
Consultant / Lecturer  
University of Ulster – Project / Programme Manager  
(design to delivery) – Peace III & INTERREG IVA  
Prison Service Trust (Charity) – P/T CEO  
**Focused Partnerships - Director**

## Focused Partnerships Ltd

**Focused on business issues; facilitated solutions  
through Partnerships**

**Focused Partnerships** was set up to deliver  
business improvement services in primarily a  
number of key areas including innovation, people  
development and project management.

We provide practical, structured and enjoyable  
mentoring, team workshops and training  
programmes to increase competitiveness, boost  
motivation, raise customer satisfaction and  
ultimately drive growth.

Focused Partnerships provide services in five key  
areas:

Business Thinking  
Project Management  
Learning & Development  
Coaching & Mentoring  
Innovation Speaking

# Focused Partnerships

## Focused Partnerships: examples of clients:

### **Public –**

- Signal Business Centre; Newtownabbey Borough Council; Craigavon Borough Council; Dungannon Borough Council; Belfast City Council and Newry and Mourne Council.
- Queens University, Belfast; ECIT; the University of Ulster; Glasgow Caledonian University;
- East Antrim Institute of Further and Higher Education (now Northern Regional College); South East Regional College; Belfast Institute of Further and Higher Education (now Belfast Metropolitan Institute); South Eastern Regional College.
- Alliance of Sector Skills; the Electrical Training Trust etc.

### **Private -**

- F.G. Wilson; QBE; Liberty; Core Systems; DJV; Corrs Corner Hotel; Dunsilly Hotel; PBS; Full Circle; Carecall; Ardclinis.

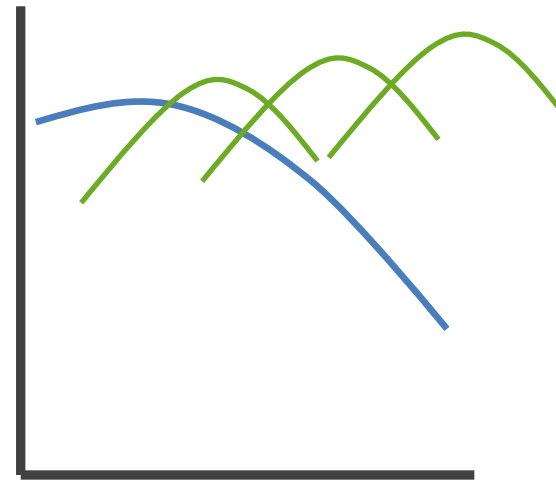
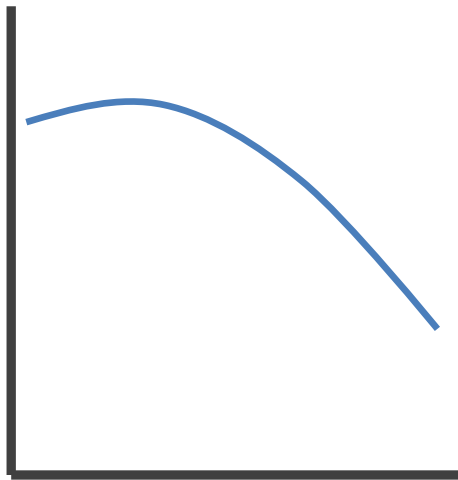
### **3rd Sector -**

- Co-operation Ireland: YMCA; Play Resource and Replay

# Rolling Growth

A key question to ask yourself

How do I move my organisation/business to the Rolling Growth Effect (RGE) of Ever Improved Prosperity (EIP)?



# Growth Through Innovation?

What is Innovation ?



# What is Innovation?

Innovation is  
*“Change That Adds Value”*



# Value

- To different people value can have a different meaning or may be differently perceived.
- Value does not necessarily have to be quantifiable and tangible:
  - Money
  - Less stress/risk
  - Happiness
  - Easy life
  - Recognition
  - Achievement
  - ???

# Value Proposition?



# Value Proposition?



# Value

- To different people value can have a different meaning or may be differently perceived.
- Value does not necessarily have to be quantifiable and tangible:
  - Money
  - Less stress/risk
  - Happiness
  - Easy life
  - Recognition
  - Achievement
  - ???

# The Value Chain

Inventor

Developer

Manufacturer

Wholesaler

Distributer

Retailer

Purchaser

User

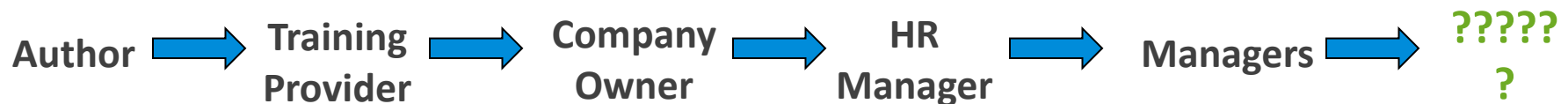
Disposer

Carbon footprint

# The Value Chain

- People only spend their money if they believe they are getting a good return on their investment.
- In bringing a product or service to the market there are usually a number of “**players**” that take part in the chain of events that underpin the particular venture.
- A typical value chain for a Management Development training programme might be:

There has to be value for each ‘player’ in the value chain for a venture to be successful

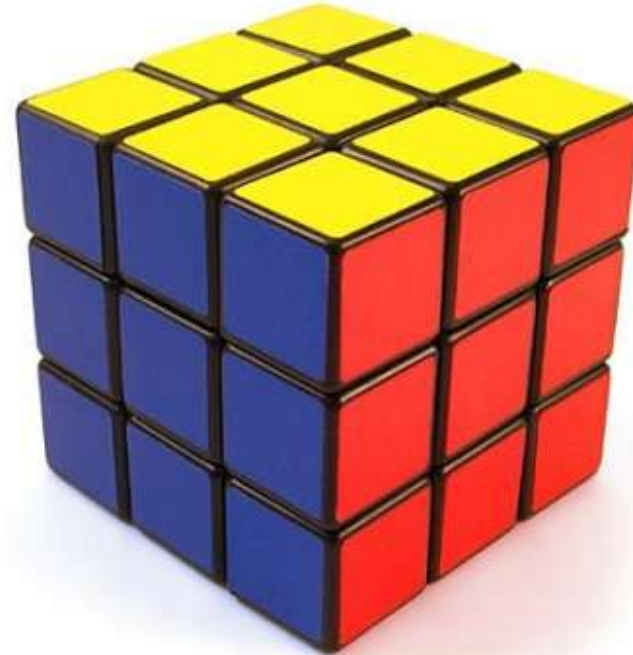
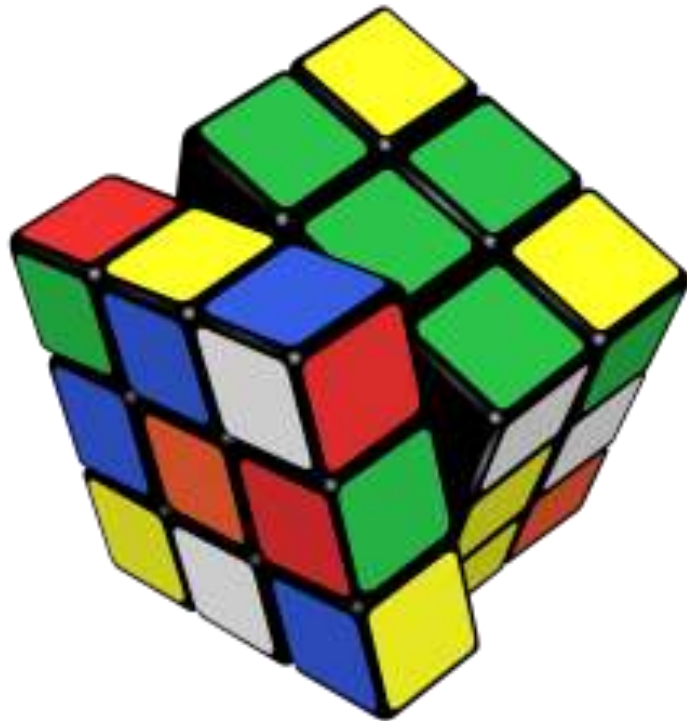


# What is Innovation?

Innovation is  
*“Change That Adds Value”*



# Investment Opportunity 1?



# Investment Opportunity 2 ?



# Two Risks

---

## Technical Risk & Market Risk

# Market Risk Map



# Market Risk

---

i or i

# Consequential Change

- How could you create a 'word of mouth' effect?
- What are the knock on effects of this change?



# La Salle Matrix Thinking



“La Salle Matrix Thinking” ©

# La Salle Matrix Thinking

Matrix thinking is a **structured process** that can be used within minutes to **enhance creativity**, drive **innovation** and **find** business opportunities.



# What to Innovate ?



**Products**

**Services**

**Processes**

**Opportunities**

# Product & Service Innovation

---



# 'Seeds' of Product Innovation

- The **SEEDS** of innovation are the **opportunity areas** that are presented by already having a product or service in the market place.
- The SEEDS of service innovation are:
  - **Change**
  - **Channel Enhancement**
  - **Complementary Products**
  - **Trends**



# 'Catalysts' of Product Innovation

- Once **SEEDS** have been identified then a number of thinking '**CATALYSTS**' can be employed to operate on the seeds **to fuel the thinking process**.
- The catalysts of service innovation are:
  - I Wish
  - IYFIHYDIW
  - Future Gazing
  - Re-Question
  - New Technology
  - Tracking
  - Transfer
  - Repetition



# Product Innovation Matrix

<i>Catalyst</i>	I Wish	IYFID YDIW	Future Gazing	New Material	New Design	Re - Question	New Technology	Tracking	Transfer	Inversion	Reduction
<i>Seeds</i>											
Change											
Channel Enhancement											
Complementary Products											
Accessories											
Consequential Change											

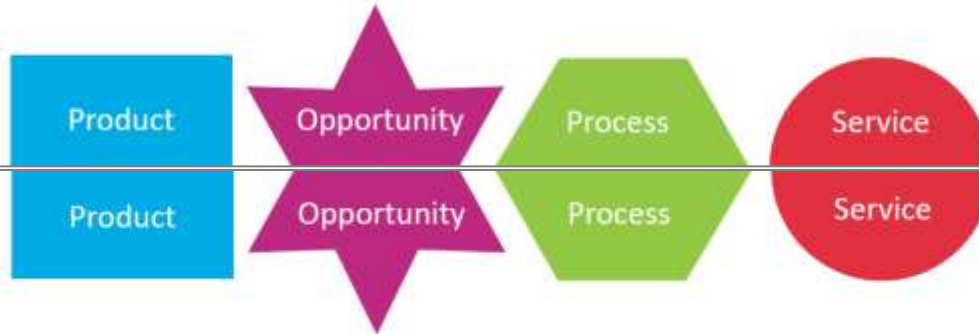
# Service Innovation Matrix

<i>Catalyst</i>	I Wish	IYFIH YDIW	Future Gazing	Re - Question	New Technology	Tracking	Transfer	Repetition
<i>Seeds</i>								
Change								
Channel Enhancement								
Complementary Products								
Trends								
Consequential Change								

# Change



How could this be changed in some way to improve on what already exists?



# I Wish



Make a 'wish' of how this could be better or different in any way.



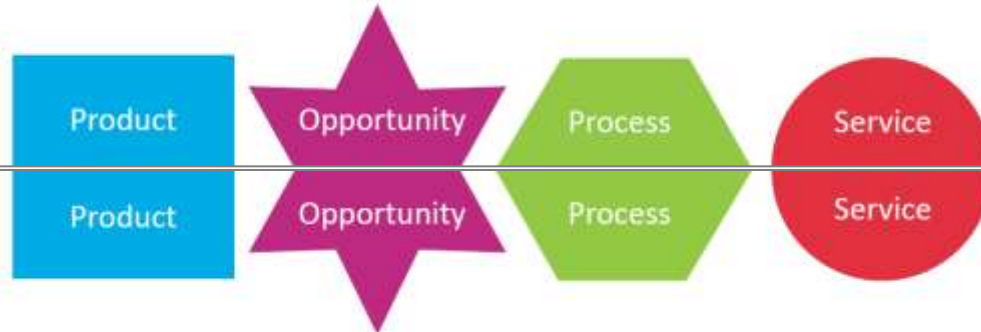
## Focused Partnerships

Focused on business issues; facilitated solutions through Partnerships

# Change



How could this be changed in some way to improve on what already exists?



# IYFIHYDIW



If You're Finding It Hard You're Doing It Wrong!  
Look for things that cause frustration  
to you or others.



# Focused Partnerships

Focused on business issues; facilitated solutions through Partnerships

# Accessories



What product(s) could be added to this product to make it easier or better to use, or to give it additional functions?



# I Wish



Make a 'wish' of how this could be better or different in any way.



## Focused Partnerships

Focused on business issues; facilitated solutions through Partnerships

# Channel Enhancement



What else could you sell to customers you already have access to via your existing sales and distribution channel?



**I Wish**



Make a 'wish' of how this could be better or different in any way.



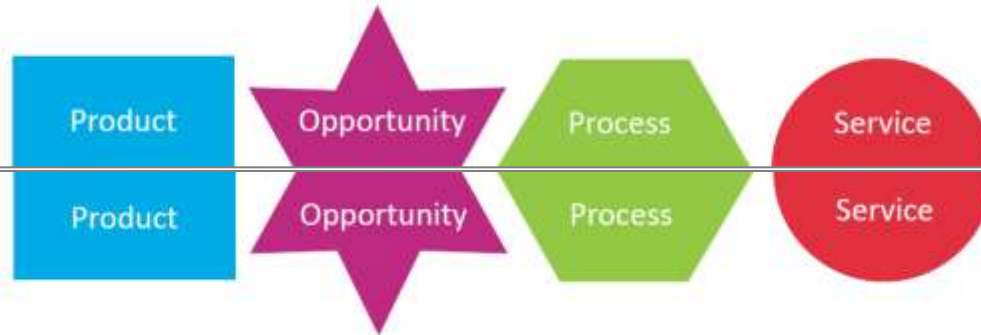
## Focused Partnerships

Focused on business issues; facilitated solutions through Partnerships

# Change



How could this be changed in some way to improve on what already exists?



# I Wish

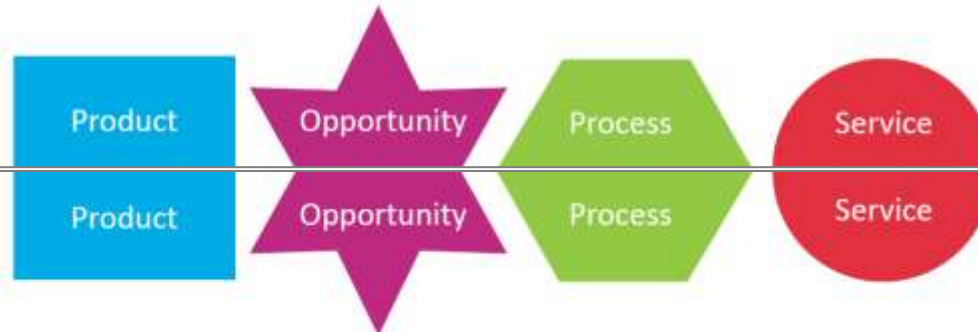


Make a 'wish' of how this could be better or different in any way.

# Change



How could this be changed in some way to improve on what already exists?



# IYFIHYDIW

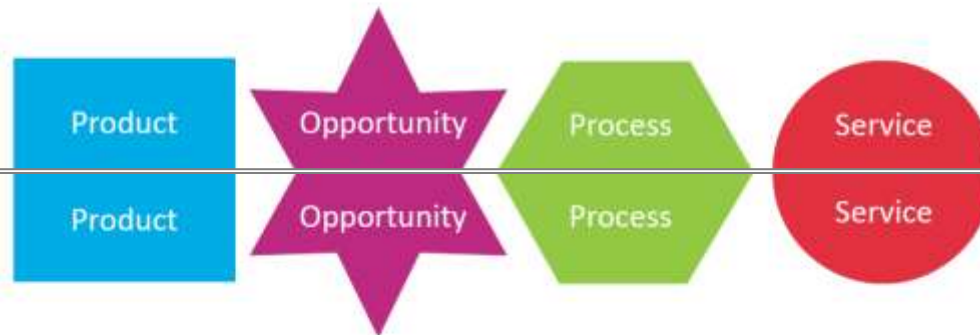


If You're Finding It Hard You're Doing It Wrong!  
Look for things that cause frustration  
to you or others.

# Change



How could this be changed in some way to improve on what already exists?



# Future Gazing

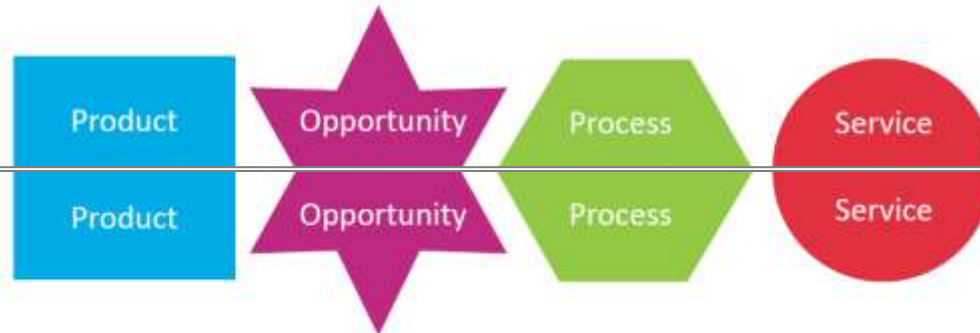


Look back from the future and laugh at what we presently do!

# Change



How could this be changed in some way to improve on what already exists?



# Tracking



Follow an observed activity from the start to it's conclusion, and any associated activities, to identify innovation opportunities.

# Internal Innovation

---

Customer Value

Teamwork

Management

Communication

Business Process

Manufacturing Process

Sales Process

# Two Risks

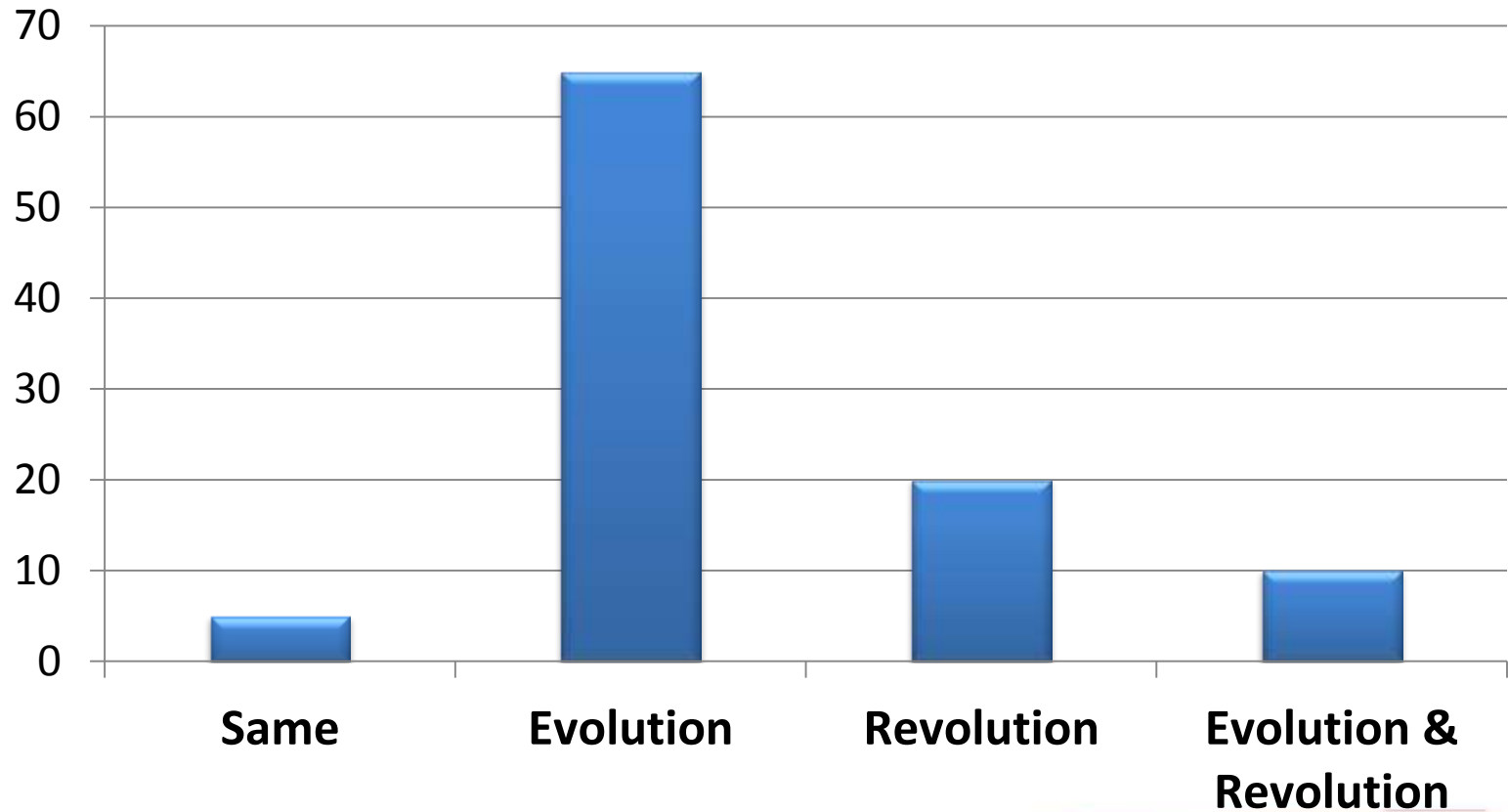
---

## Technical Risk & Adoption Risk

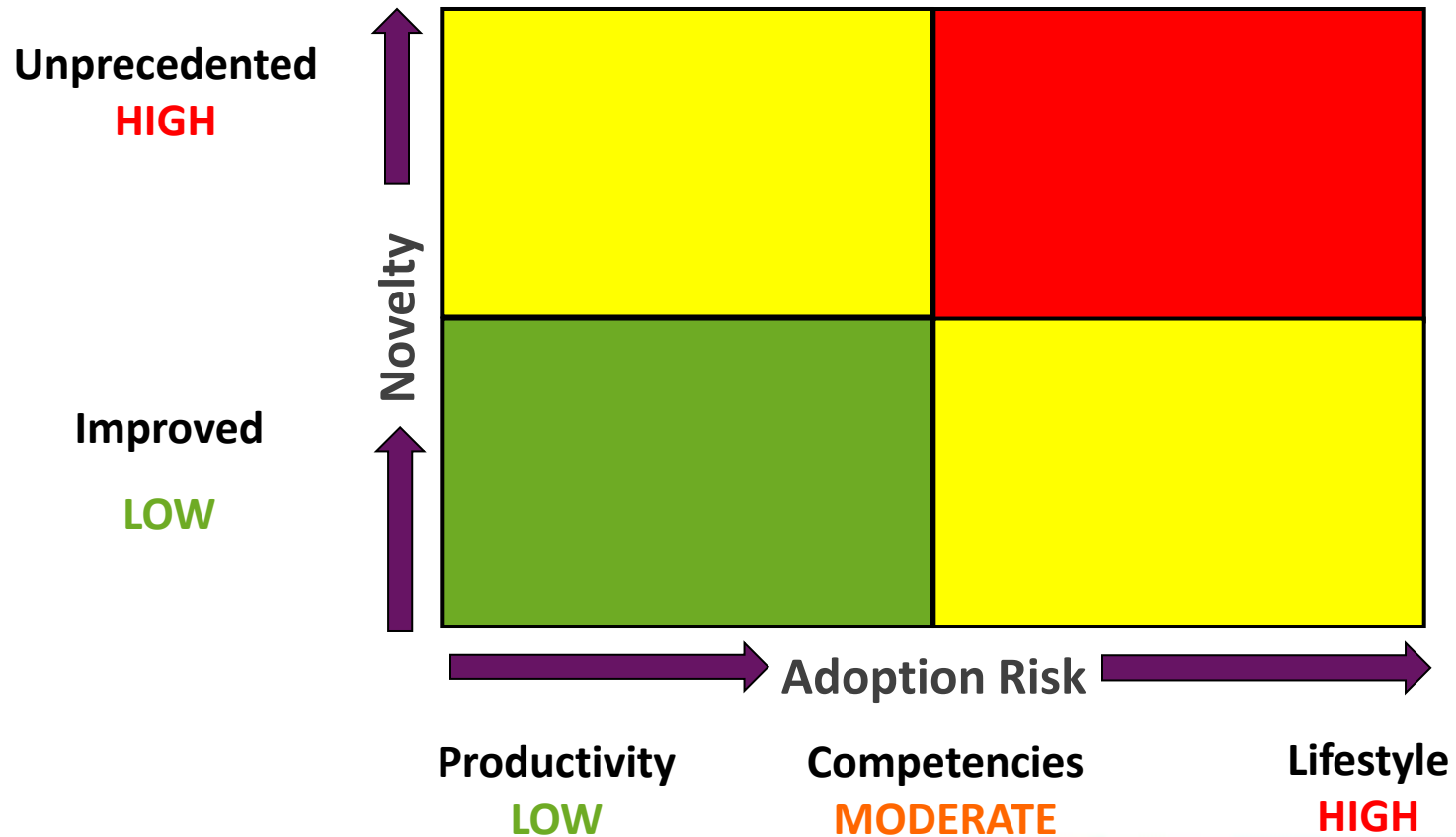
# Adoption Risk



# Adoption



# Adoption Risk Map



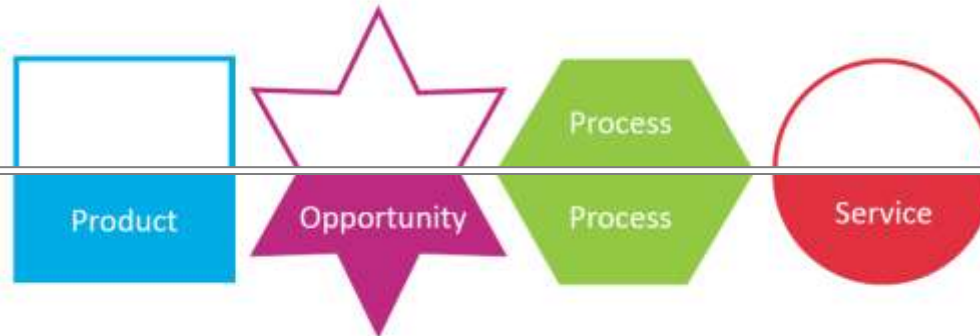
# Process Innovation Matrix

<i>Cat'yst</i> <i>Seeds</i>	<i>Map and Measure</i>	I Wish	IYFIH YDIW	Product Design	Control	Flow	Re - Question	New Technology	Tracking	Transfer	Repetition	<i>Report and Feedback</i>
Costs												
Cycle Time												
Quality												
Consequential Change												

# Cycle Time



The actual time taken to perform the process.



# IYFIHYDIW

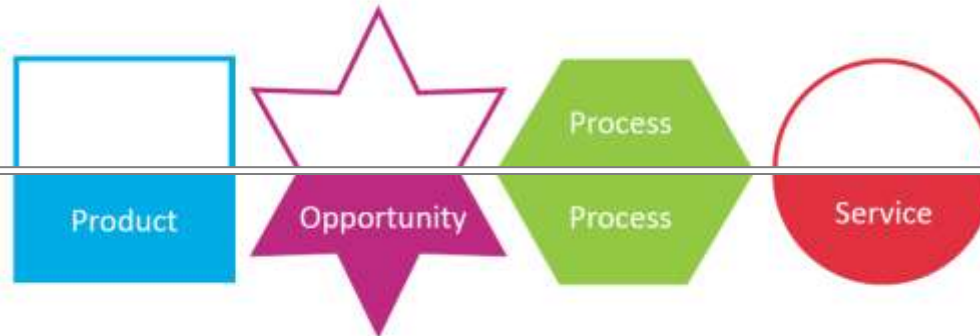


If You're Finding It Hard You're Doing It Wrong!  
Look for things that cause frustration  
to you or others.

## Cycle Time



The actual time taken to perform the process.



## Tracking

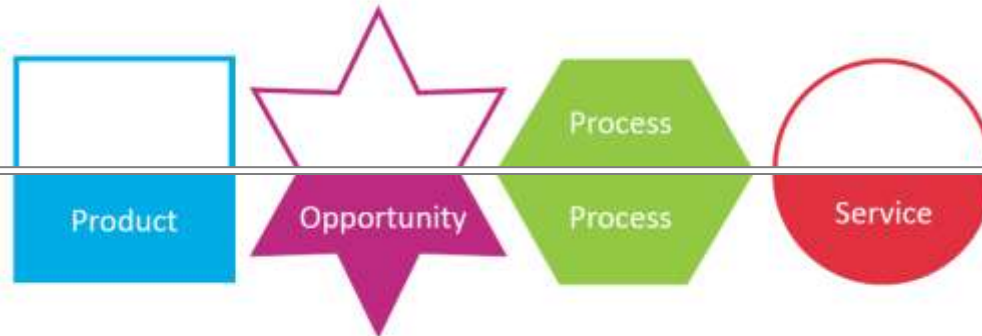


Follow an observed activity from the start to it's conclusion, and any associated activities, to identify innovation opportunities.

# Costs



Costs are any measurable cash or funds that are expended in maintaining a particular process



# Tracking

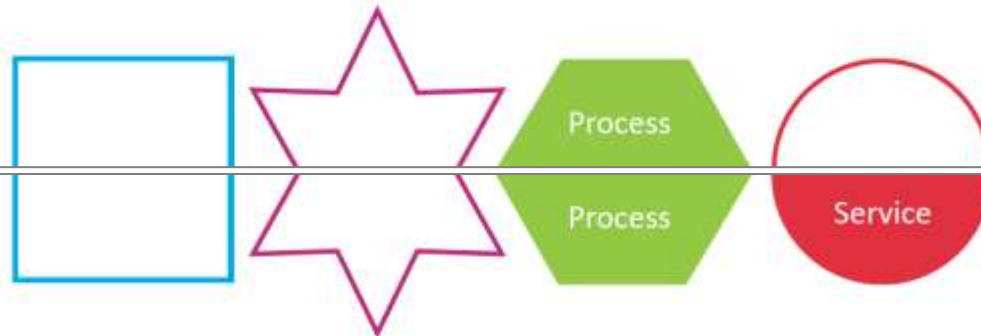


Follow an observed activity from the start to it's conclusion, and any associated activities, to identify innovation opportunities.

## Costs



Costs are any measurable cash or funds that are expended in maintaining a particular process



## Repetition



Find activities that are repeated over and over again. Look for opportunities to reduce time and improve quality.

# Quality



Is the product/service you deliver precisely what you have designed it to be, without variation, in all cases?



# New Technology



What new technology would you like to have in order to develop a solution?

# Opportunity Capture



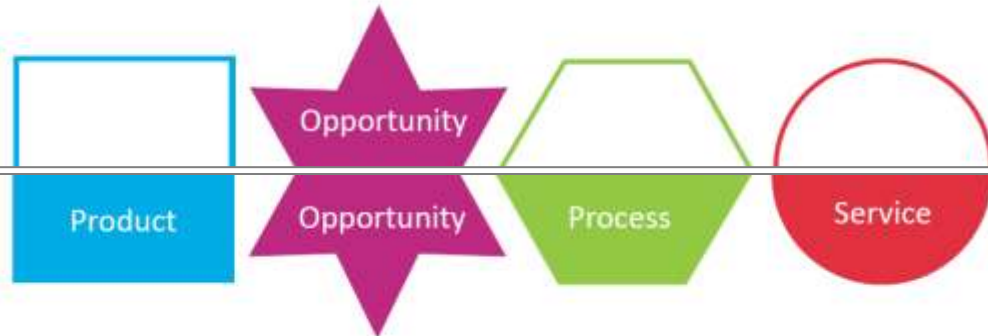
# Opportunity Capture Matrix

<i>Catalyst</i> <i>Seeds</i>	I Wish	IYFIH YDIW	Future Gazing	Re - Question	New Technology	Tracking	Transfer	Inversion
Widespread Activity								
Predictable Activity								
Repetitious Activity								
Comparative Activity								
Trends								
Consequential Change								

# Predictable Activity



Think about activities in which it is possible to predict what people will do in certain circumstances.



**IYFIHYDIW**

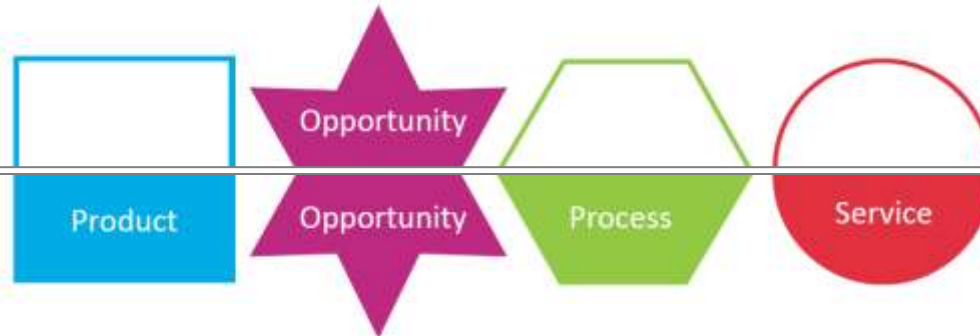


If You're Finding It Hard You're Doing It Wrong!  
Look for things that cause frustration to you or others.

# Repetitious Activity



Identify activities that are repeated time and time again, always having essentially the same result.



# Future Gazing

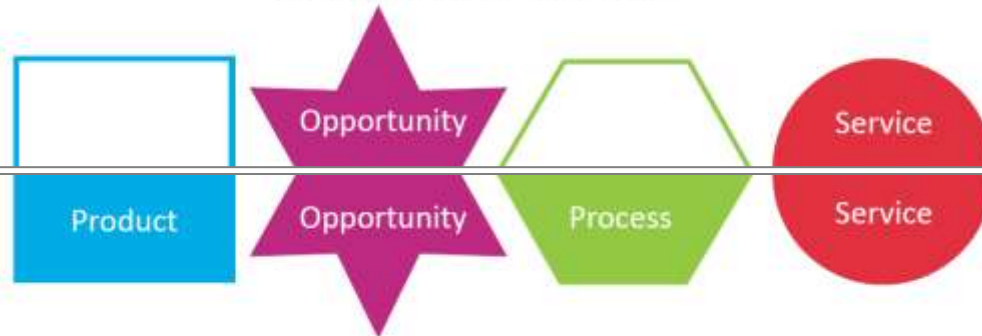


Look back from the future and laugh at what we presently do!

# Trends



What trends can you observe in society, the economy, technology and the way people conduct their business?



# Transfer

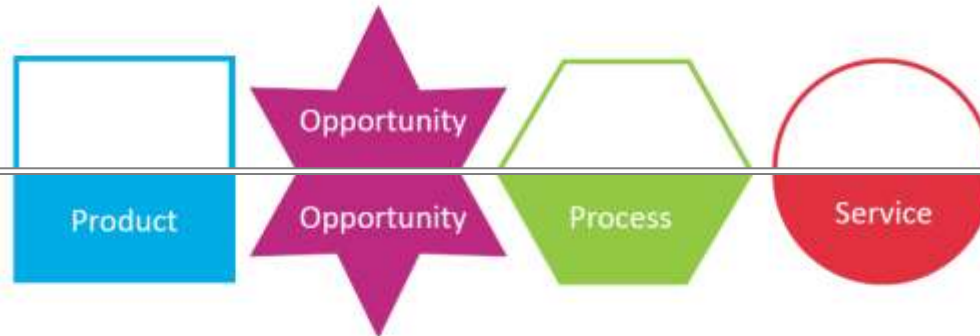


What technology or technique can you transfer from another place or paradigm?

## Widespread Activity



Identify activities that are undertaken by a large number of people.



## Future Gazing



Look back from the future and laugh at what we presently do!

# Thank You

---

neil@focusedpartnerships.com  
mark@focusedpartnerships.com

[www.focusedpartnerships.com](http://www.focusedpartnerships.com)

