



Our Focus is on Growing Companies™

SGP's Structured Innovation Services

Achieve audacious goals. Develop competitive breakthroughs. Solve “unsolvable” problems.

Ideas are the raw material of innovation

Structured Innovation is the practical application of creativity to achieve a goal in a previously unimagined way, without trade-offs and without compromises.

Developed from the analysis of more than 3 million patents, Structured Innovation leads groups and teams in the thinking patterns of great inventors. Throughout the process, we apply a unique set of methods and tools that focus idea generation, supercharging the creative abilities of your best people.

With Structured Innovation, your team can solve their most complex problems quickly—developing, combining and leveraging a huge number of ideas to create true innovation.

The Structured Innovation process for product and process development, evolution or improvement:

1. Ideality and Goal Definition
2. Nine-window Diagramming
3. System Contradiction Modeling
4. Idea Generation and Stacking
5. Solution Concept Evaluation
6. Implementation Planning

Results:

Saved one manufacturer \$40 million over 10 years.

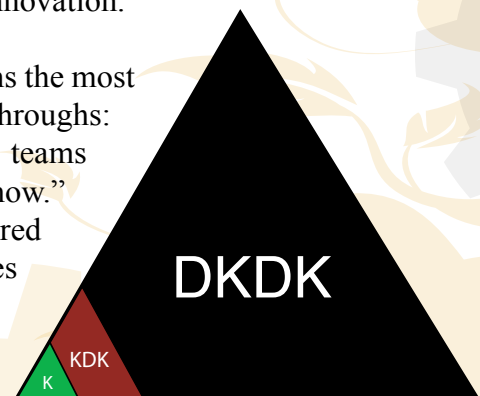
Reduced days in Accounts Receivable from 60 to 30, delivering 1,500% ROI.

Solved a 40-year-old, industry-wide problem in one day.

Innovation creates new value

When diligent research uncovers no known or transferable solution path, bring in Structured Innovation.

Structured Innovation opens the most fertile territory for breakthroughs: what individuals and teams “don’t know they don’t know.” When knowledge is shared across thought boundaries and among disciplines, innovation happens.



We accelerate innovation

Asking your people to “be” more innovative is like asking them to “be” better at math. It’s only possible if they know the methods and tools of mathematics. Structured Innovation alone offers the methods and tools of innovative problem solving, which we define as the practical application of creativity to achieve a goal in a previously unimagined way.

Instead of relying on traditional, psychological approaches to creativity, we facilitate an analytical process that enables any team to reliably produce useful ideas, resulting in true innovation.

Structured Innovation is reliable, repeatable, and it works at every level of an organization – from the shop floor to the board of directors.

If you want to grow, innovate.

What to expect:

You bring the challenge and subject matter experts. We bring a clean sheet of paper and proven methods to draw out and focus their knowledge and creativity as a group to resolve the challenge. Together we create idea fluency and innovation concepts that can be experimented with and implemented.

Depending on the scale of the challenge and the number of subject matter experts, the Structured Innovation process can range from one to several weeks, requiring at least two full-day facilitated ideation sessions with the team, as well as offline system modeling and analysis between sessions.

Expect actionable innovation concepts, with an implementation plan tied to necessary resources.

The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.
– Michelangelo

Contact Us:

Are you seeing the innovation results you need? Our clients are.

To discuss your goals and how Structured Innovation can help you achieve them, please contact a Smith Growth Partner.

Your strategic plan is the ‘what.’ Structured Innovation is the ‘how.’