

The Brandtrust Innovation Kaizen

There's a better way to innovate

A HUMAN-CENTERED APPROACH

The Brandtrust approach to innovation draws from the best practices in the field and improves on them by significantly strengthening an element that is frequently lacking—a clear understanding of the emotional drivers behind customer behavior. This subtle shift in emphasis creates a work session dynamic that encourages unconventional thinking while remaining grounded in the customer and business realities. This focused method yields ideas that are targeted to the needs of the situation.

During this three-day immersive deep-dive, your team will connect with the customer and then utilize a series of stimuli and exercises designed to elicit meaningful innovation. This human-centered approach starts with the basic premise that a deep and clear understanding of the customer is critical in the development of successful new offerings. It ends with actionable concepts and initiatives that your team can act upon immediately.

After years of successfully applying these principles to innovation at companies such as Kimberly-Clark, Discover Card, Bunn, HP, Matco and Craftsman, we are pleased to now formally offer this accelerated service as our “innovation kaizen.”

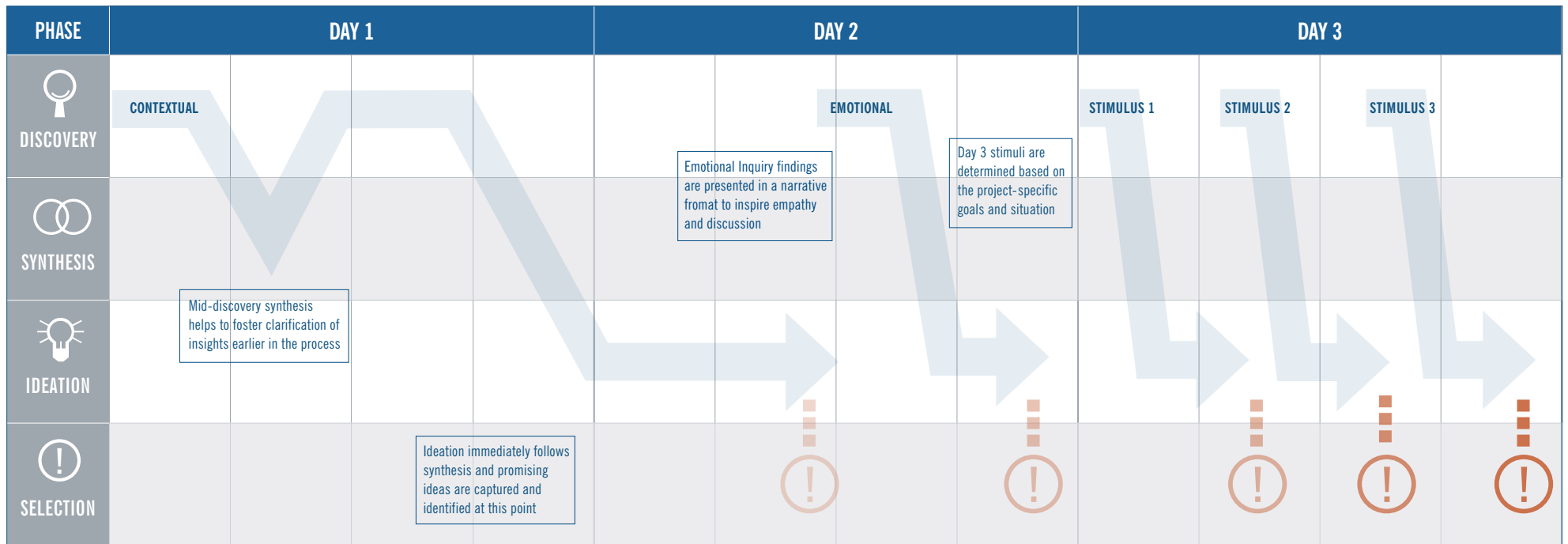
MAKING THE MOST OF YOUR TIME

With a goal of maximizing your time, we've designed the program to require a minimum amount of preparation time. Typically, this is an upfront time commitment of approximately half a day total spread across the project champion and two members of the team.

While not required, many clients find that pre-session homework assignments are also a good investment of time. If this is of interest to you, we may also recommend approximately up to two hours of pre-work per team member—typically in the form of an empathy exercise and/or materials ideation exercise.

Once the scope, guidelines and background have been clarified, the Brandtrust team will design the session to meet your needs. Over the course of the three weeks prior to the session, the Brandtrust team will take care of everything—from coordinating schedules, to developing research protocols, to recruiting respondents and preparing work session materials. You can be involved in as much or as little of the process as you choose. It is up to you.

The three-day session is built around the concepts of immersion, reflection and action—a philosophy that encourages the team to initially invest time building the foundations of customer insight and empathy. Only after these basics are in place will the team move forward to systematically create actionable concepts. (It is a lot like painting a room—there will be a lot of time spent getting the room ready by sanding and taping, but once it is time to paint, the room will transform smoothly and rapidly.)



This human-centered process rapidly converts a deep customer understanding into compelling ideas. These ideas are captured and identified at each stage, then consolidated into actionable protocepts.

A proven way to accelerate innovation

DAY 1: IMMERSION

After a brief kickoff gathering where we review goals, logistics, pre-work and background information, we will take your team into the field to observe customers. Typically, up to ten people from your core team will participate in an immersive activity that is directed by a Brandtrust guide. Working in small teams, we will walk through an empathy-focused process of discovery and synthesis that will help your team gain a better understanding of relevant customer behaviors. The day will often run long and may involve team assignments in the evening in preparation for the next day.

DAY 2: IDEATION

When the larger team reconvenes, they will participate in a rapid synthesis of the prior day's discovery activity (at this point, additional team members who are outside the core team can join the session as needed).

In the directed synthesis, observations and insights will be shared and discussed. This lively dialogue session will be immediately followed by the first of several ideation exercises designed to capitalize on the findings. At this point, the team begins to follow a pattern of activity that will be repeated throughout the remainder of the session—going from discovery

to synthesis to ideation—designed to generate, capture and then select the relevant ideas that will ultimately be condensed into rough protocepts.

The second half of day two will be devoted to reviewing the results of the Emotional Inquiry study, a process which will shed light on the behaviors observed during the prior day and generally provides fresh perspective for ideation. This will be followed by an ideation exercise and will follow the pattern noted above.

If your team is interested in working into the evening, there can also be an activity such as a directed scavenger hunt that is designed to inspire fresh discussion for day three.

DAY 3: DESIGNING

In day three, the pattern of discovery, synthesis and ideation is accelerated and followed by a final consolidation of ideas. The discovery stimuli will be customized to the specific project and can include a range of sources from trends studies to expert speaker-driven activities to analogous products reviews to new materials immersion. This last stimulus can be particularly powerful when done in conjunction with our innovation partner, Inventables—a leader in the innovative materials field.

The work session is completed with exercises designed to distill the most promising ideas into actionable concepts. These are typically provided as protocepts—rough sketches and descriptions that can be used to provide direction to teams (the number of protocepts varies by project, but a small team may expect to walk away with 3-5 protocepts and a larger team may end up with 5-10 protocepts).

At the end of the session, the core team can expect to leave with a clear sense of direction and purpose—often accelerating this process dramatically.

THREE TURN-KEY OPTIONS

We offer three basic versions of the innovation kaizen to meet a variety of needs and budgets. These options are designed to be easily and quickly implemented in a turn-key manner with a bias for action.

1) Standard session: This contextual inquiry-driven session is our basic approach and is designed for clients who have previously conducted emotion-based research. The Emotional Inquiry findings will be represented at the session in an accelerated format.

2) Emotional Inquiry session: This session is essentially the standard session plus an accelerated Emotional Inquiry study. It is for clients who do not have an appropriate emotional research study and do not feel the need for the full-service approach of a full Emotional Inquiry study. In this version of our innovation kaizen, an accelerated form of emotional research will be conducted in our facilities immediately prior to the innovation kaizen and the findings will be presented on day two of the session.

3) Inventables session: This is a variation on either of the above sessions designed to include the Inventables team. In these materials-rich sessions, the most innovative materials in the world will be reviewed and included in the ideation sessions. These sessions include

a one year contract with Inventables (please see www.inventables.com for details) and can be extremely beneficial for companies whose products can utilize this resource.

Of course, if you require a custom approach, we are happy to provide a unique solution as well.

Helping Kimberly-Clark rethink surgical preparation



The insights gleaned from our work with Kimberly-Clark helped inspire the company to launch a series of products designed to meet the unique emotional and behavioral needs of surgical teams. Their latest offering is the InteguSeal, a product that has reinvented the model of surgical preparation and improved speed and safety in the process.