



Fast Track Your Success with Powerful Innovation Planning Methods

Your team is under tremendous pressure to meet short term goals while also planning your future. By improving several key elements of innovation planning - the front end of product development - you **can** develop thorough innovative product plans **faster**, and more **accurately**, using the limited time and resources you have today. Planning Innovations (PI) provides industry leading planning methods to grow your bottom line through:

- Faster time-to-market to maximize revenue
- Deeper customer connections to gain fast customer adoption
- Superior products to obtain higher margins
- Clearer insight into new market opportunities before the competition
- Enhanced team collaboration to avoid waste

PI helps companies achieve these results through powerful and practical methods in five essential areas:

1. High Power Innovation Teams
2. Fast Customer Insight Systems
3. Targeted Ideation Frameworks
4. Efficient Evaluation & Decision Making
5. Collaborative Product Planning

Improvements in these areas enable teams to deliver innovative plans in weeks instead of months, significantly reduces research and analysis expenses, avoids costly product mistakes, and ultimately leads to market leading products and services.

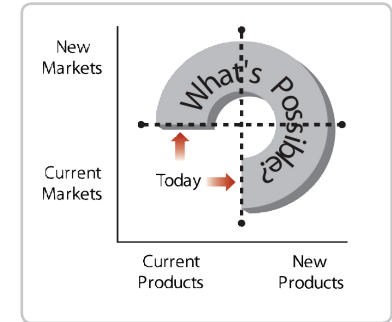
Challenges We Hear

- "We have *no time* to work on new opportunities!"
- "It takes forever to investigate new products."
- "Customers can't tell us what they need."
- "We need *more* high potential opportunities."
- "We can't make tough investment decisions."

About Planning Innovations

Since 2002, Planning Innovations has helped leading companies in technology-driven industries identify, evaluate, and develop market leading products and services - faster and more efficiently. We have developed effective innovation planning programs based on years of experience with startups through Fortune 500 companies to bring the most practical and efficient methods to every engagement.

PI provides two key services to build these skills for our clients:



Learn Innovation by Doing Innovation

PI works closely with teams to identify, validate, and plan specific opportunities that have already been identified. Through the project we provide proven methods to build effective innovation practices.

Product Innovation Workshops

PI provides learning programs to build skills and obtain tools to drive fast, efficient innovation planning - processes, methods, leadership.

We leave clients with the methods to meet their product innovation goals whether they are entering new markets, enhancing current products, or driving growth through completely new product-markets.

Contact Us

To learn more, visit our website to download a White Paper on "*Fast, Efficient Innovation Planning*" or contact us to discuss your needs.

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What Customers Say

"Planning Innovations tools are among the best in the industry."

- PM Director, Qwest

"I seriously doubt any of the established leaders have this clarity. This is really smart thinking."

- Co-Founder, Spinner.com

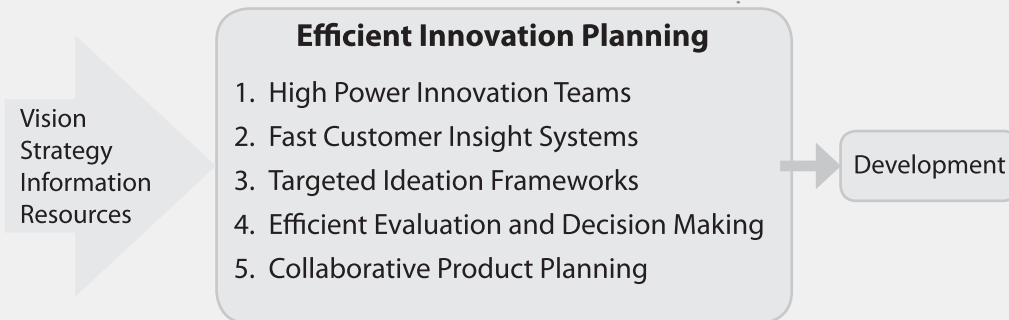
Learn Innovation by Doing Innovation

The Power Planning System™

Planning Innovations (PI) gives companies the skills and tools needed to achieve superior innovation results through developing customer insight systems, ideation strategies, efficient evaluation techniques, and improved collaboration. When a company conducts complete innovation projects with PI, within just six to twelve weeks a team is *learning* efficient product innovation by *doing* product innovation. Elements of a project include:

- Selection of a specific product category to grow or market to enter
- An assessment of current innovation skills and activities
- A detailed project plan that outlines each project activity
- Execution that is co-lead by both PI and a client company leader

During the innovation project, we evaluate your current methods and provide new, efficient tools that are most appropriate for your products, technology, and challenges. We call the overall process the Power Planning System™ and the result is that a company learns fast, effective innovation practices that leverages a team's broad talents to develop marketing leading products.



Facilitated Team-based Innovation Projects

The best way to learn innovation is by executing focused innovation activities toward specific company goals. PI works directly with your innovation team for 6 to 16 weeks to conduct a fast, efficient innovation planning project using the following five steps. Each step provides focus on one of the five essential elements of innovation practices. During the project, methods are learned, tools are practiced and teams begin operating as innovation engines.

Step 1: Forming an Innovation Project

Projects are initiated by forming teams, establishing project goals and developing a project plan that includes key project activities. Risks are also identified and the project plan is reviewed and approved for execution.

Step 2: Obtaining and Reviewing Customer Insight

Based on project goals, a range of fast, efficient customer insight activities are conducted and analyzed to identify key problems and needs. Systems are also set up to ensure customers can be accessed throughout the project as needed.

Step 3: Applying Targeted Ideation Methods

To spark innovative thinking, a range of ideation activities are applied to customer problems, market/technology trends and industry value chains to generate high-potential products and services that meet project objectives.

Step 4: Evaluating Opportunities and Making Decisions

Opportunities are filtered using project decision criteria and the most valuable concepts are further evaluated and selected using efficient business case methods that focus on key variables - customer value, forecasts, and pricing.

Step 5: Building Product Plans and Requirements

Once the right opportunities are selected, product plans are developed and teams collaborate to build product roadmaps and write clear customer requirements. Results are then presented, approved, and resourced.

Once a project is complete, the successes and challenges are analyzed so the team can continue to build on learned practices.

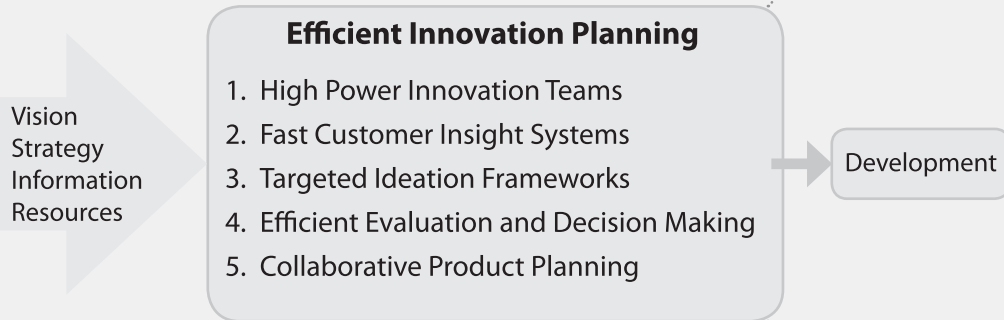
Product Innovation Programs for Teams and Leaders

- Process Excellence
- Innovation Methods
- Leadership Programs

Building Leading Methods and Innovators

Planning Innovations (PI) delivers a range of product innovation learning programs to build skills, learn new methods and obtain tools to consistently identify and define high potential new products and services.

Each program focuses on a critical element of innovation planning and uses an interactive approach with real world examples, exercises, and hands-on practice.



Learning in Teams Improves Results

It's well known that successful innovation requires a team effort. So it only makes sense that *learning* important innovation skills should also be done in teams. This helps create accepted practices and builds a common language that facilitates efficient teamwork. Roles that should participate include:

- Product Managers, Marketers, and Planners
- Technical Leads, Managers, and Architects
- Other Product and Technology Leaders



Programs to Build Team-based Product Innovation Excellence

Building Effective Product Innovation Systems - 2 Days

This program gives teams an end-to-end product innovation system and provides the range of innovation methods and tools to build a foundation for product innovation. The focus is on the overall process, key steps and methods.

Driving Innovation Projects - 1 Day

This program kicks off a real world innovation project. Teams apply step-by-step templates, select key activities, schedule milestones, and hold a successful kickoff. The focus is how to launch specific projects and overcome challenges.

Fast Customer Insight Systems - 2 Days

This program provides the skills and repeatable methods to obtain fast, cost-effective customer insight to explore and validate customer needs. The first day provides a range of effective methods and day two focuses on building a system.

Targeted Ideation Frameworks - 2 Days

This program provides focused activities to discover new opportunities and spark new thinking when applied to trends and insight. The first day provides a range of ideation methods and day two focuses on hands-on facilitation and practice.

Efficient Evaluation and Decision Making - 2 Days

This program provides evaluation tools to quickly analyze opportunities and make good product decisions. The first day provides tools to accurately filter opportunities and day two focuses on building solid business cases efficiently.

Collaborative Product Innovation Planning - 2 Days

This program provides key methods to build plans and document requirements with effective cross-functional collaboration. The first day provides tools to build plans and write requirements and day two focuses on effective team execution.

Foundation Skills for Successful Product Innovators - 2 Days

This program provides the key elements of customer-driven innovation practices and leadership. The program provides a foundation for value-based innovation skills focusing on the 5-P's and product launches for innovative new products.

Advanced Skills for Leading Product Innovators - 2 Days

This program provides leadership and advanced product management skills to be an innovation leader. The program addresses key challenges for innovators such as influencing peers, forecasting innovative products, and selling plans.



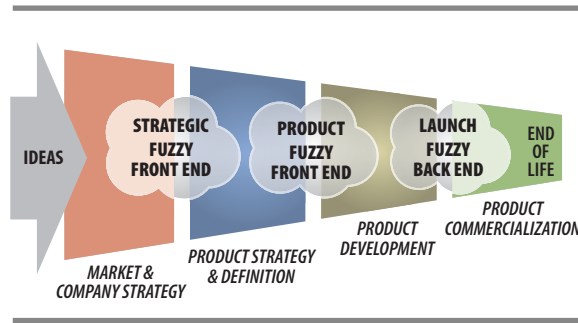
Contact Us

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Four Frequently Asked Questions

Q. How can we calculate the ROI of innovation planning improvement?

A. Studies show (and more need to be done) that front end improvements have a significant impact on business results, but it can be difficult to see the immediate impact given the time lag between front end activities and higher profit. However, consider the compound effect that faster customer insight and better decisions would have on the success of products as they go through the development cycle. Improvements can be shown at each stage of development by faster and better decisions, less development waste, improved teamwork, and ultimately more valuable products and services.



Major Product Life Cycle Phases and Boundary Chal-

Q. We're new to Ideation. Aren't these just creative thinking techniques?

A. Creative thinking methods, such as lateral thinking and SCAMPER, is one category of ideation tools that can play a role in innovation. However, it's important for teams to generate new thinking by using practical tools that are easily understood and implemented. PI's targeted ideation techniques focus on applying simple tools in three core areas to generate innovative results: 1) Customer problems, 2) Analyzing technology and market trends, and 3) Analyzing industry value chains including competitors. We also find that ideation techniques not only spark new thinking, but become powerful team-building activities to facilitate cross-functional collaboration.

Q. Does PI follow best practices such as Six Sigma, Agile Development, and other product development methodologies?

A. Yes. However, all companies must integrate innovation planning methods that work with their existing development processes and culture. PI takes a very practical approach to innovation planning that pulls the most effective elements from "best practices" and makes them as efficient as possible. One example is "Voice of the Customer" methods. Most companies don't have the resources to develop a deep expertise in VOC as it is fully defined, but every company *can* set up effective customer feedback channels that can be used as a resource for better innovation planning.

Q. What makes PI different from other innovation consulting firms?

A. We think there are several advantages to working with us:

- 1. An emphasis on speed and efficiency.** PI realizes that companies have limited resources. We have worked hard to create extremely practical innovation planning methods to build on current skills and knowledge. Companies usually have the talent, but need better methods.
- 2. Cost effective.** Being based in Portland, OR allows for extremely low overhead that gives us a cost advantage over many firms without sacrificing quality or expertise. We pass this savings on to clients.
- 3. Working directly with the principal consultant.** Dorian Simpson leads all consulting engagements, but brings in targeted, specialized resources as necessary to make every engagement successful.
- 4. Practitioners and trainers.** With experience in conducting real world innovation projects as well as training experienced professionals, we are able to communicate methods effectively in every program.
- 5. Guaranteed results.** Based on your criteria, we guarantee a positive outcome. You can learn more about this guarantee by contacting us.