



PERTH
INNOVATION



SUPPORTING YOUR FUTURE

www.perthinnovation.co.uk

SUPPORTING YOUR BUSINESS

What makes you different from your competition? What will make you different in 5 years' time? In 10 years?

If you want to stay ahead in business, you have to differentiate your products and services from those of your competitors in the minds of your customers.

Real, sustained differentiation comes from innovation.

At Perth Innovation, we work with you to find the best solutions for your business, focusing on your needs and how these can be fulfilled.

We can support you in three main areas:

- **Problem Solving and Decision Making**
- **Innovation Management**
- **Training**

Working closely with you, we can help you to develop an efficient and effective innovation process that will deliver your needs – now and in the future.

For further details or information, give us a call on **+44 (0)1738 472018**. We will be happy to help.



SUPPORTING YOUR INNOVATION

Are you making the most of your innovation resource? Or are your processes holding innovation back?

Research shows that 60% of innovation spending does not result in a benefit to the company. The problem is that research does not show which 60%. At Perth Innovation, we work with your innovation team to find the core issues and to help you to develop your innovation process.

Clear process advantage

By looking at the various levels in the innovation process, we can help you design a robust process that makes sure your innovation resources are spent in the optimum way to maximise the benefit to your company. We focus on key process areas:

- **Portfolio Management:** Do you have a robust process for selecting which innovation projects should be started and which stopped? How do you monitor portfolio performance?
- **Project Management:** How are your projects managed? How do you monitor project progress? How do you assess and reward project team performance? How do you select and train project leaders and team members?

- **Fuzzy Front End:** How do you manage ideas for new projects? How do you ensure that ideas are generated in the desired areas? How do you bring a raw idea to the point of a project proposal?

Our experience of the full range of the innovation process, from idea generation to final project close-out, allows us to help you develop a balanced process that avoids bottlenecks and delays.



SUPPORTING YOUR PEOPLE

Does your team have the skills it needs to be innovative? Is innovation part of the DNA of your company?

To make a long-lasting business difference, you need innovation to be integral to your company – with an attitude and skills that continue to develop after the consultant has left. Teams need to have a range of skills to effectively produce and deliver on ideas. So, as well as your experts in Research, Development, Engineering, Marketing, and Finance, you need to have your in-house Innovation experts in place too. And the key to sustaining innovation within a company is to ensure that people are fully trained in the necessary methodology and techniques.

Building innovation skills

At Perth Innovation we can work with you to ensure that the core innovation skills are widely available within your organisation and that there is a “critical mass” of people with more in-depth knowledge. We offer a range of innovation training, including seminars on:

- **Innovation topics:** An introduction to innovation and the key topics/issues.
- **Problem-solving techniques:** Gives participants the opportunity to work with the key tools from the *FaST* toolbox in a risk-free environment.

- **Innovation Project Management:** An introduction to project management techniques with a focus on the needs of innovation projects.

Bespoke training

We also offer training tailored specifically to your organisation and its people. We work with you to identify your company’s needs and to develop bespoke training seminars that will deliver the required results. We can also coach and mentor your less experienced project managers on a one-to-one or group level to develop the level of expertise you, and they, need.



PERSONAL BACKGROUND

Perth Innovation is run by Dr Billy Grierson. Here he explains how he uses his 20 years of industry experience to help businesses make the most of their innovation potential.

Working within Ciba and BASF and with external contacts such as P&G, Beiersdorf, Lawter, Akzo-Nobel, Sun Chemical and other ink makers, Sopheon and Leeds University, I have developed an understanding of how companies innovate, what can go wrong and what tools and techniques can be used to avoid or deal with these pitfalls.

Key areas

With this background, I offer my skills in three main areas:

- **Problem-solving and Decision-making Support**

I have developed facilitation skills which support a team, or individual, in systematically solving problems or making decisions. Through discussion with the client and supported by a "Toolbox" of techniques which I call *FaST* – Focused and Systematic Thinking, I can tailor the approach to the problem or decision at hand.

- **Innovation Processes and Innovation Project Management:**

There are many things that can go wrong in innovation and my 20 years of experience in different innovation roles combined with my project management experience (I am PMP certified) puts me in a position to advise on and support the development of new processes and fine tuning of existing processes.

- **Training, Coaching and Mentoring:**

Success in innovation depends upon individual team members having certain thinking skills that are not often taught in school or university. Within Ciba and BASF I have developed and delivered training courses in the skills used in problem-solving, decision-making and innovation. Follow-up coaching and mentoring was a key part of this training process.

The company culture and the way people interact is more important to successful innovation than any hard skills in science, engineering or design. The tools I work with have been developed to facilitate effective interactions and so develop the best possible result from the skills available.





PERTH INNOVATION - OUR LOGO

Why the jester's hat is the perfect symbol for our role boosting innovation.

Our choice of a jester's hat as our logo ties in with our view of the challenging, enjoyable and creative nature of our role working with our clients.

Challenging

Imagine you are a king in a medieval court. You are the supreme ruler and your word goes. But, being a sensible person, you realise that you are not always entirely right about everything. How do you ensure that you have someone who is willing and able to challenge your decisions? Enter the Jester. While his main job was to entertain, the Jester traditionally was given some leeway to highlight flaws in arguments or to challenge conventionally held views – a little like political satirists today. And in medieval pageants, the Jester often represented the devil. Take these aspects together and he can be seen as playing a vital Devil's Advocate role.

We see the role of a consultant as being something similar. The consultant should be willing, and allowed, to challenge the conventional wisdom in companies he works with, in order to help bring them to a better understanding of their needs, wants and capabilities.

Entertaining

But it is not all about challenging views, there is also a strong element of fun to it – again like the Jester. This is key to the innovation process. If people are not having fun, they are likely to be less creative.

Delivering

Like the Jester, though, we take our creative process and our audience seriously. In planning and developing a workshop (whether for problem-solving, idea generation or culture change) the consultant has to act like a theatre director. He has to be aware of his audience, he has to understand how his "actors" will interact and, above all, he has to know the message that has to be delivered and how best to deliver it.





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