



CREAFFECTIVE 

DRIVE INNOVATION

Services for Innovation
Management roles

We support your organization in developing its own innovative and agile DNA

Consulting on agile organization

Support change through

- consulting on self-organization (decentralized structures and decision making)
- Insight travel: site visits to self-organized companies

Develop solutions through

- diagnostic workshop focusing on self-organization

Build competencies through

- trainings in „principles of agile organizations“, meeting formats and leadership in an agile world
- publications

Consulting on innovation

Support change through

- consulting on innovation culture and innovation management
- innovation culture audit

Build solutions through

- facilitated innovation workshops
- workshops to derive specific search fields
- project coaching
- hackathons and sprints

Build competencies through

- Method trainings in „systematic creativity“, „Design Thinking“ and „innovation management“
- Teambuilding for innovation teams
- In depth training program as innovation facilitator and innovation manager
- publications



Innovation Workshops

Getting to innovation requires more team work than ever. Various kinds of competencies and expertise are required to solve complex challenges. In facilitated innovation workshops we support expert teams using methods of systematic creativity and innovation. Hence the team will be able to find innovative solutions for your specific challenge within a short time.

As facilitators we do not contribute any content but instead support and guide the groups creative problem solving process. By this systematic approach we will always be able to support you in finding new solutions for complex challenges. As proved in our client reference list, this approach is applicable for companies of all industries. Facilitated innovation workshops are effective tools for various purposes.

- Innovation workshops for developing products or components, services and business models
- Innovation workshops for solving challenges in marketing, sales, logistics, HR and other departments
- Innovation workshops as project kickoff
- Innovation workshops for large groups

Innovation projects

using Design Thinking



Traditional television does not have a future in the long run. ProSiebenSat.1 realized this long ago. To undergo a transformation to a digital entertainment provider, the group invested in conceptualizing new products. Therefore creaffective and ProSiebenSat.1 Media AG jointly co-created new products and business models targeting the digital world.

Using a two-week innovation camp format, a selected project team consisting of six customer representatives and three creaffective representatives developed new solutions for essential strategic challenges. Project members from ProSiebenSat.1 were chosen according to their knowledge and interest of each camp's topic.

In a camp in March 2013 out of over 300 creative ideas, four detailed concepts were created. Three out of four concepts were then moved to implementation by the management board. Moreover these concepts were given the in-house Allstars Award.

Gain insights

into the users' world



Beginning of 2017 an established producer of designer products for office work wanted to gain insights into a changing world of work to develop solutions for the office of the future. Hence this company asked creffective to support a User Insight Journey in the Greater Munich area.

Twelve employees accompanied by two creffective innovation coaches visited in total ten different offices and working spaces. From Microsoft's new headquarter, to innovative start-ups and incubators as well as stylish fashion brands and media agencies, we saw all of them. The insights obtained from these field visits were condensed and developed into a number of directions for innovation. Within two workshops, a great amount of ideas were then generated and evaluated to eventually develop solution concepts. Now the most interesting concepts are being driven further by the innovation management department.

creffective supported in the logistical organization and coached and guided during the interview and observation process. Subsequently two experienced coaches were facilitating two sessions for ideation and solution development.

Supporting Innovation Teams



Well qualified and strong innovation managers support your company in remaining competitive. At the same time personnel resources are limited. To overcome this problem Felix Schoeller Group set up an innovation team of representatives from different business units to develop new ideas and sustainable concepts for products and services on regular basis of 18 months.

A creative coach supported the team on regular basis throughout the entire period of time. At the beginning our support included several training measures of systematic creativity and innovation methods. Hereby the innovation workshop facilitation was a key in order to identify search fields for innovation and to develop new ideas for the previously identified fields. Many promising topics were generated during the idea workshops. In smaller groups these ideas were further detailed tested with potential customers. In doing so, each group was regularly supported by an creative innovation coach.

 **Felix Schoeller Group**
Best Performing Papers. Worldwide.

Establishing

an innovation management

The long-established company K+S has build up a solid market position and has excelled with technological quality over and over again. At the same time it is not easy to overcome one's own knowledge barriers and existing thinking patterns. In order to be able to defend and actually to expand its own market position one of the bigger business units created a department for innovation management and designed a new innovation process.

To support establishing the process, creaffective conducted a series of trainings and workshops with the management level, the innovation team and relevant executive boards. Hence a common understanding of innovation was established, that would then be spread throughout the company by the innovation team. Whereas the innovation team received useful tools and methods, the management level was introduced to pitfalls of innovation management. By now more and more ideas are passing through this new process, where they are evaluated, improved and finally turned into promising projects.



Develop innovation experts



To foster innovation in a sustainable way organizations need to have employees who are able to guide and support their colleagues during the innovation process. Often it is a responsibility of the innovation management. We offer different in-depth training programs to build competencies for prospective and experienced innovation managers in order to be able to actively drive and develop innovation in your company.

In our 5-day **innovation facilitator training** we equip each participant with crucial tools and know-how to independently plan and facilitate innovation workshops for various topics. We combine an interactive knowledge transfer with hands-on work and practice exercises. After five days every participant is able to facilitate a workshop on his / her own.

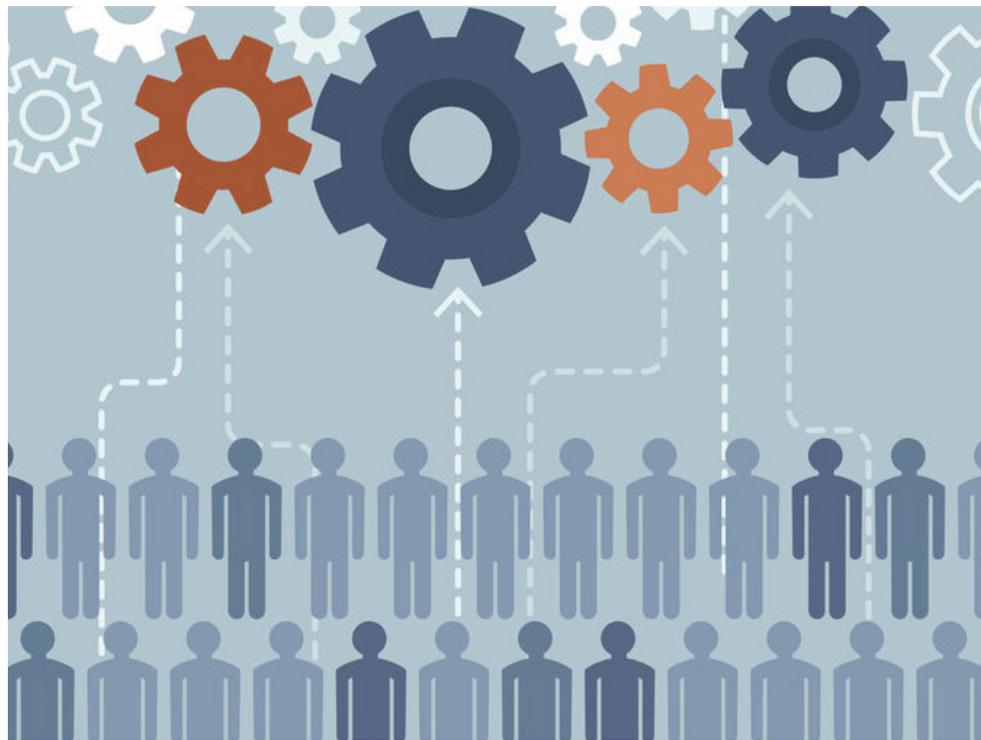
For people who are interested in diving deeper into the role of innovation management, we offer an **in-depth training for innovation managers**. This program was made by practitioners for practitioners in organizations. It aims to develop skills enabling innovation and supporting an innovation culture. We use practical and action-oriented approaches which we have successfully implemented in various companies of different fields and size for more than 10 years. Moreover we provide important learning experiences through real case studies from different industries. The basic training consists of a seven-day greenbelt training, which is divided into two blocks. Building upon this you can attend the blackbelt level focusing on an operational or strategic track.

Audit

for your own innovation culture

In order to identify needs and potentials for transformation and culture changes one needs to understand the current situation first. A medium-sized manufacturer aimed to close exactly this knowledge gap and therefore asked creaffective to perform an innovation culture audit.

As kickoff a one-day workshop for the company's top-management took place. On the basis of twelve strategic action areas for innovation the management team evaluated their company's status quo regarding its innovation culture. Furthermore 20 interviews with different employees were conducted to complement the management perspective. Finally all findings as well as creaffective's observation results were summarized in an overall (result) report along with further recommendations for action. These recommendations again turned into concrete measures, which have been implemented in the following months.



Project coaching

In 2016 a project manager of M-Net, a German telecommunication provider, was given the task to analyze the communication processes between two departments and to develop improvement measures from the employee's perspective. A multi-member project team, supported by a creative innovation coach, used a design thinking process to tackle the challenge.

To prepare the individual project steps multi-stakeholder interviews have been used and analyzed between the project manager and the coach. creative additionally supported individual workshops. Throughout the project process the team identified key challenges out of a large number of interviews and observations. Building upon these challenges, ideas were generated and eventually a user-centered prototype was presented to the topic owners.



Trainings in innovation management

and innovation culture

Like many other companies **Glory based in Switzerland is exposed to big changes due to digitalization.** Changing regulations and requirements lead to constant change regarding cash processing systems. To better overcome challenges, to strengthen competitiveness and to develop new business areas and partnerships, using each employee's potential for ideas is necessary.

In various workshops the Glory analyzed its own innovation culture and management and organized trainings for creativity. The company aims to reach a culture of more openness to strengthen its innovation abilities and to be successful in the future.

The logo for the company Glory, consisting of the word "GLORY" in white, uppercase, sans-serif font centered within a solid blue square.

OUR PORTFOLIOS

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WE FOSTER AGILITY AND INNOVATION IN ORGANIZATIONS

A general overview of our services

DEVELOP COMPETENCIES FOR AGILE ORGANIZATIONS

Services for HR and Organizational Development

SOLVE CHALLENGES AND CREATE INNOVATION

Services for individual departments, teams and project managers

DESIGN THE ORGANIZATION OF THE FUTURE

Services for strategic decision-makers and top management

DRIVE INNOVATION

Services for Innovation Management roles