

Intelligent **Growth** Programme

The Intelligent Growth programme provides the following benefits:

- In depth analysis of the capability of an organisation to grow through innovation
- Scarce resources can be targeted at 'quick wins' and problem areas – no need to spend money where you do not have to
- Ability to identify and create clear strategies for the future
- Key stakeholders (including employees) understand exactly where they fit into the organisation
- A unique innovation model leads to direct measurement of progress rather than through indirect key performance indicators
- The programme is holistic and industry sector independent and can thus be used for organisations of all sizes, for high growth and for businesses seeking to become export ready
- Ownership of the problems and solutions remain with the organisation so there are no lasting dependencies on outside consultancies



The starting point for the programme is a definition of innovation that simply reflects how we create ideas, what we do with them, how we manage our existing know how, how much do we need or want to change and how mature are the frameworks that are put in place? This model has also been interpreted for use on a regional basis by the state government of Guadalajara in Mexico. This definition leads onto the ability to measure the state of an organization, the identification of strategic capabilities and barriers and a short workshop programme that works with key catalysts within a business to work on the results of the capability audit and define strategies for the future.

The key components of the programme are:

- The Innovation Toolkit – audit tool which can be administered via paper, online or in workshops
- Creating The Difference – a 15 hour workshop that introduces creative thinking and uses it to work on the output from the audit and create strategic plans.

This programme has been badged as 'Creating The Difference' and run with high growth companies in Mexico over the past three years.

Our model for Innovation can be used for one off projects or continuous Innovation programmes.