Innovation Accelerator

An actionable path to surface, test, and develop the right ideas

Why an Innovation Accelerator?

Trying to drive innovation, but **not sure where to start?**

If you already have an innovation program, does it take **too long to kill the bad ideas** while the **good ideas never make it** to production?

Do you worry that **your customers want more?**

The goals of our Innovation Accelerator are dead simple:

[1] Surface the best ideas

[2] Figure out how to do them

The reality of meeting those goals and creating an effective innovation program is more nuanced and significantly more complex. Many organizations struggle to align innovation with customer needs, tie investment back to results, or manage organizational constraints and dependencies.

Our six (6) week Innovation Accelerator programs recognizes innovation can't be solved with a "one size fits all" approach. To make meaningful and lasting change, our team works to truly understand an organization's customers, business challenges, culture, and the way work is done on a daily basis.

Innovation Accelerators result in an action plan and the foundational structure needed to foster and manage innovation within a measurable and repeatable framework.
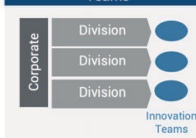
Common Challenges

- Misaligned investments
- Unable to keep up with changing customer needs
- Inability to demonstrate or measure success (ROI)
- Unnecessarily cumbersome processes (corporate tax)
- Lack of momentum, ownership, or innovation alignment
- Using technology for technology's sake (i.e. shiny object syndrome)
- Ineffective (or nonexistent) way to intake and prioritize new initiatives
- Lack of agile / iterative framework to test, react, and experiment
- Balancing innovation with day-to-day responsibilities

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On a scale of 1 to 10, Intevity's Innovation Accelerator was a 20.

— Brian Harper

CEO, RPT Reality
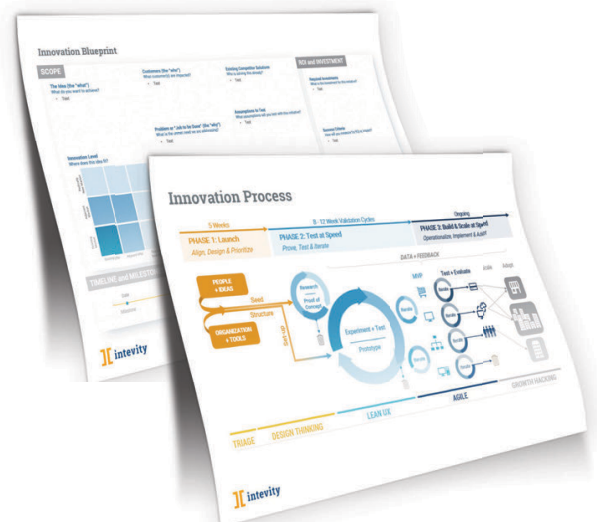
How does an Innovation Accelerator work?

We deploy a small, senior team for six (6) weeks to collaborate, assess, and ultimately drive clarity and capacity for innovation with your organization. This begins by uncovering what is the best innovation structure for your organization and then exploring and creatively surfacing initial ideas, pain points, and knowledge dependencies that stand between your organization and its definition of success.

Our approach is to use joint working sessions, key stakeholder interviews, hands-on whiteboarding, and a vast key stakeholder interviews, hands-on whiteboarding, and a vast network of subject matter experts to provide smart, specific, and meaningful insights and recommendations fast. While each accelerator is unique and designed to address the specific challenges of an organization, the process generally flows through the following stages:

	Business Unit Innovation Teams	Joint Innovation Team	Joint Innovation Team with Outsourcing
	Self-contained innovation teams assigned to/from individual business units. Teams make their own decisions about funding and new ideas.	Innovation team sits across business units, with team members from each business unit.	Innovation team sits across business units, with team members from each business unit and a strong reliance on outsourced resources (i.e. consultants)
PROS	• Deep knowledge of market/customer base • Business Unit control • Faster decision-making	• Diversity of thinking • Exposure to various issues/markets • Controllable funding • Better visibility	• Diversity of thinking • Exposure to various issues/markets • Additional bandwidth and expertise • Controllable funding
CONS	• Duplication of efforts • Doesn't provide diversity; potential for siloed thinking • More expensive	• Potentially unfocused • Work product subject to internal politics • Challenging decision-making	• Lack of continuity • Reliance on outside trusted advisors • Can lack authority

WEEK 1 — Assemble Team
WEEK 2 — Aggregate & Intake
WEEK 3 — Analysis
WEEK 4 — Alignment & Prioritization
WEEK 5 — Synthesis
WEEK 6 — Recommendations & Next Steps
WEEK 7+ — Stop, Continue or Scale — Next Phase

Actionable outcomes

Our Innovation Accelerator ends with alignment across the organization on what innovation should look like. This includes a chosen innovation model (e.g. lab, program), a framework for surfacing and prioritizing ideas, governance structure, how innovation is measured, and a roadmap for implementation. If your organization has other dependencies holding back innovation efforts, our team will outline those dependencies and create a gap assessment and roadmap for next steps.

We know that things change once rubber hits the road—that's why we bake in 30- and 60-day adjustment sessions into all of our Accelerator Programs to see what has changed and refine the guidance / plan.

Intevity is a digitally-focused management consultancy that takes organizations from Strategy to Execution.

Since 2003, we have been delivering world-class service to Fortune 500 companies across Financial Services, Insurance, Retail, and Technology Industries, as well as Federal Government Agencies. Through design thinking, pattern recognition, and deep technical acumen, we execute end-to-end solutions around meaningful business outcomes.