



Accelper Innovation Services

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Business Pain Points

1. Business revenue in many cases is flat to declining, and if growing, it is at a less than the desired rate.
2. Many businesses are having difficulty in obtaining new customers or clients.
3. Some businesses have lost some of their top customers.
4. Poor performance impacts the ability to retain customers and acquire new customers.
5. Employees are concerned about the future of their job and the health of the company.
6. Loss of a top performing employee causes a significant issues in the business performance.
7. Businesses struggle with recruiting, hiring, training and retaining top talent.

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Innovation. Profitable Growth.



The State of Innovation



IBM - The Global CEO Study

Surveyed 1500+ CEOs in from 60 countries and 33 industries to learn:

1. CEOs now realize that creativity trumps other leadership characteristics.
2. Reinvent customer relationships to better predict and provide what they want.
3. CEOs embed complexity that creates value in elegantly simple products and services.



McKinsey's Innovation Survey

Executives say innovation is very important, but their companies' approach to it is informal, and leaders lack confidence in their innovation decisions.

Companies discourage talented staff from pursuing innovation by offering limited incentives, being risk averse, and having no plans for dealing with failures.

Recommendations:

1. Innovation on leadership agenda
2. Inspire innovation
3. Improve tools and processes

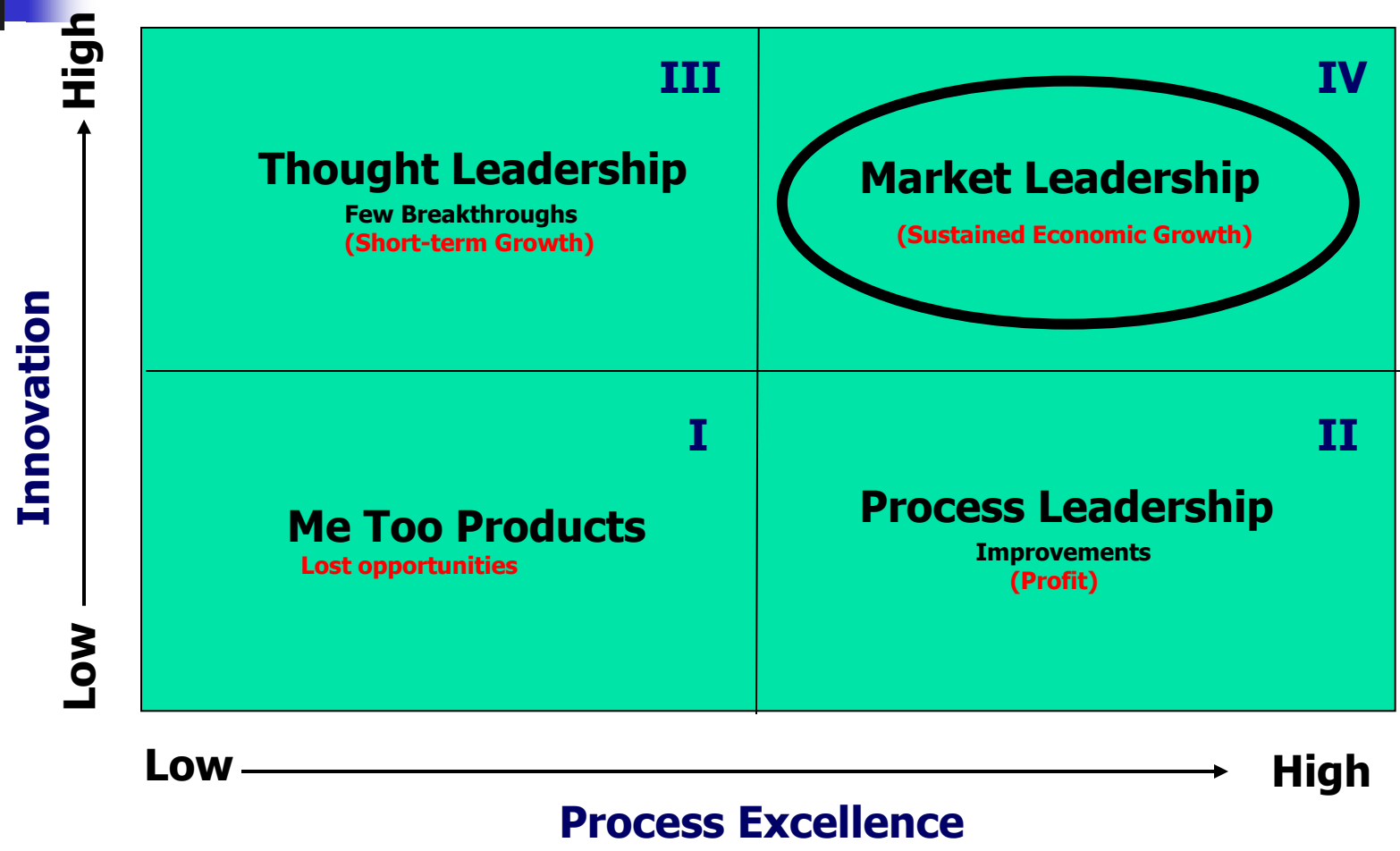


GE Global Innovation Barometer

- 88% respondents believe innovation is the best way to create jobs in their country.
- Innovation is a trusted driver for improvement in most areas of citizen's lives.
- Innovating in the 21st Century: New players, new rules.
- SMEs and individuals can be as innovative as large corporation.



Excellence is Mandatory



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Breakthrough Innovation



Brinnovation™ Framework

- Accelper developed a comprehensive innovation framework called Brinnovation™ (Breakthrough Innovation) that builds on a person's natural talents, and simplifies the innovation process. Brinnovation empowers people intellectually. The framework includes the following:
 1. Fundamental Strategy
 2. Theory of Innovation
 3. Rule of 2
 4. Rules of Creativity
 5. Innovative Thinking Process
 6. TEDOC Methodology
 7. Innovation Room
 8. Measures of Innovation
 9. Types of Innovation
 10. Management of Innovation
 11. Business Innovation Maturity Model (BIMM)

The Innovation Eco-System

- The innovation eco-system goes beyond the innovation framework. It addresses aspects of making innovation deployment easier and systematic. The eco-system includes the following:
 1. Business Innovation in the 21st Century book
 2. Training and Certification programs for developing in-house innovation competency
 3. Business Innovation Conference
 4. International Journal of Innovation Science
 5. Business Innovation Networks
 6. Business Innovation support or consulting model
 7. Education in innovation (college level curriculum)
 8. Center for Innovation Science and Applications – BIMM Assessment, and Training and Certification
 9. Community Innovation Model
 10. iPad Applications



What is Breakthrough?

- Breakthrough is the extent of innovation required for a business to sustain profitable growth.



Breakthrough Rule of 2

If innovation means change,

- *reduce it by at least 50% or divide by 2, or*
- *increase it by at least 100% or multiply by 2.*

Breakthrough Innovation means to make innovations look different, do different and feel different.

Breakthrough Innovation: An Example



How to Achieve Breakthrough?

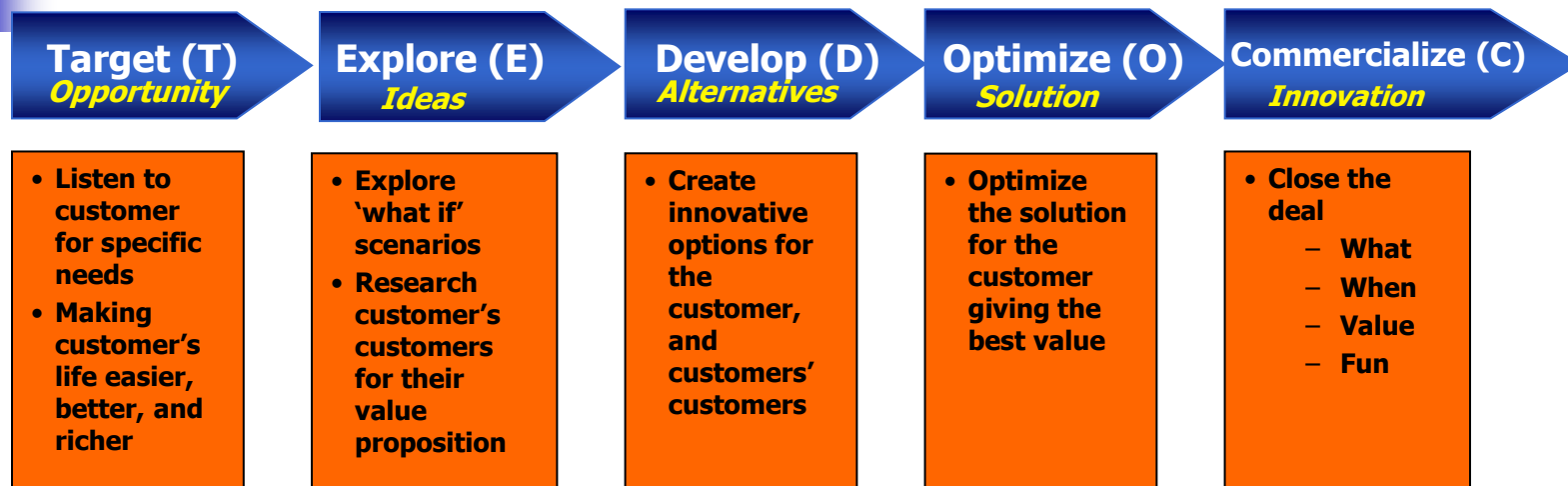


Table 1: Innovation Management Methodologies

Innovation Generation; Merrill, 2008	Innovation: The Five Disciplines; Carlson and Wilmot, 2006	Innovation: The New Face of Quality; Gupta, 2009	Service Innovation: Designing Innovative Experiences; Goncalves, 2009
Find the opportunity	Need	Target opportunity	Visioning
Connect to the solution	Approach	Explore idea	Discovering
Select the solution		Develop alternatives	Analyzing
Make it user friendly	Benefits/cost	Optimization	Synthesizing
Execute	Competition	Commercialize	Realizing

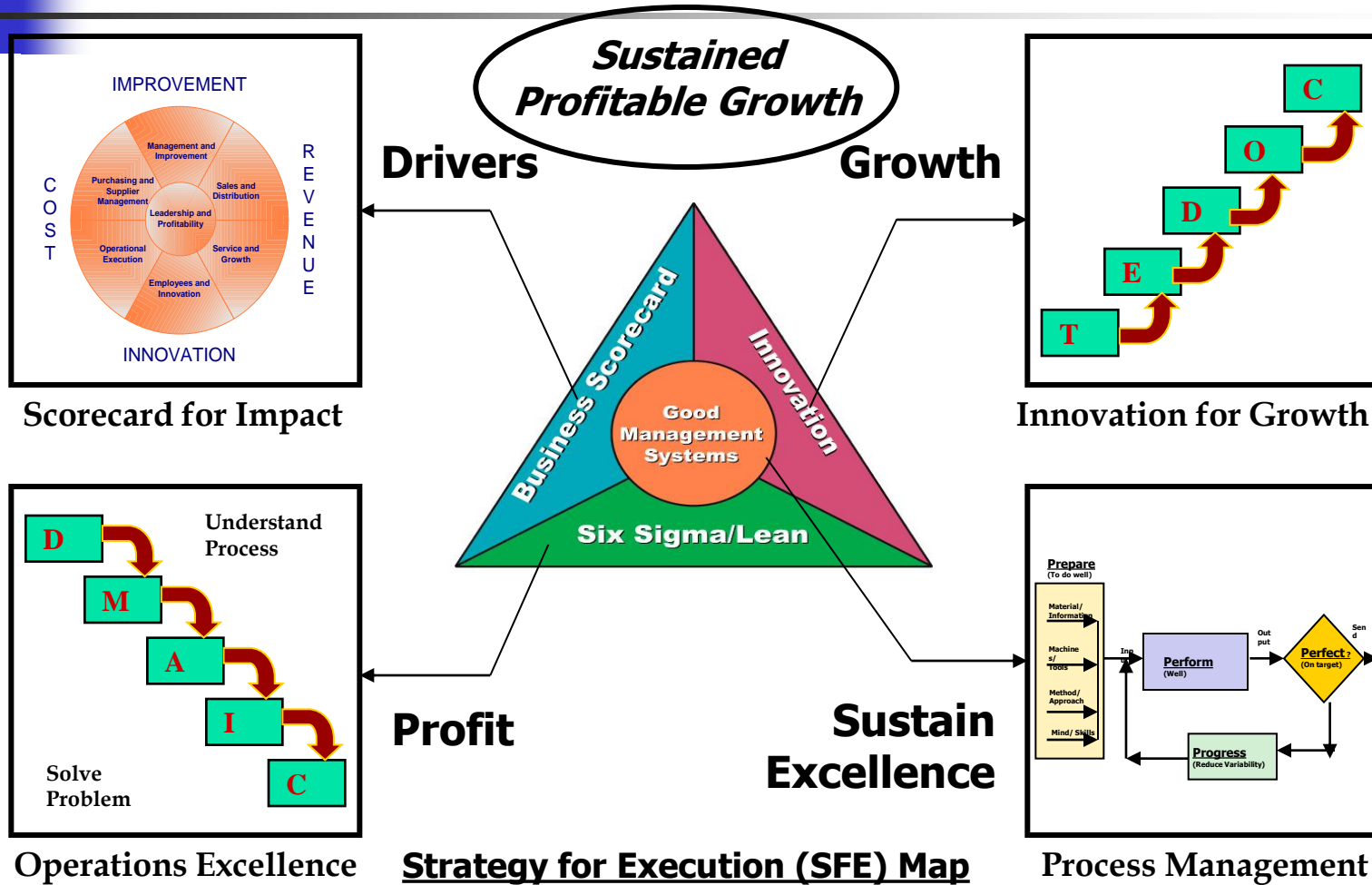
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How Can Accelper Help?

Sustaining Profitable Growth





Our Innovation Services

Service	Description	Outcome
Innovation Process Assessment (3 days)	To assess the organization's strength and gaps for launching Innovation initiatives successfully.	A portfolio of innovation opportunities and a platform to start the innovation journey.
Innovation Executive Overview (3 hours)	To facilitate understanding of the innovation framework including process, tools and measures.	Commitment to innovation and lead deployment with confidence. Overview of TEDOC methodology.
Innovation Methodology Training (3 days)	Breakthrough Innovation using TEDOC Methodology for developing new products and services for profit and revenue growth.	Skills in using Accelper's TEDOC methodology to develop new products and services.
Innovation Project Facilitation (3 months)	Identify, prioritize and select one or two innovation projects and develop initial alternative solutions. An action plan to optimize and commercialize.	Initial results of the selected and optimized alternative solution will be evident.



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Business Innovation - Training and Certification

Welcome to the Business Innovator Certification launch. By learning to be more innovative and achieving the Business Innovator Certification you will gain the confidence in innovating solutions for personal and professional growth. In this knowledge age, innovation competency has become an evolving necessity at individual and corporate levels.

Given the state of the economy, and challenges faced by everyone, innovation skills will enable us to create new opportunities either as an entrepreneur or as an employee. In either case, we must maximize utilization of our intellectual resources.

The Business Innovation class offered at IIT, Chicago is an unparalleled course offering the participants a comprehensive approach to learning a reproducible methodology, from identifying an opportunity to monetizing a creative solution. After all, innovation is applied creativity.

Encouraged by exceptional feedback over six semesters of our Business Innovation Course ([IT 582](#)), we are launching our innovation programs for industry. The programs include:

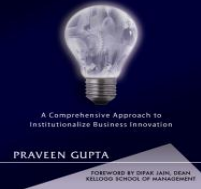
[SC 824 Business Innovator Training and Certification \(Innovation for Professionals\)](#)

[SC 825 The T.E.D.O.C. Training \(Innovation for Managers\)](#)

[SC 826 Master Business Innovator Certification \(Train-the-Trainer in Innovation\)](#)

[SC 827 Innovation Overview for Executives \(Innovation for Executives\)](#)

The participant must pass the [Business Innovator Certification test](#) to become a certified Business Innovator or a certified Master Business Innovator.



Our Sample Clients





Sample Client Feedback

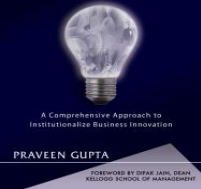
- We used TEDOC on two improvement projects for our site. The projects centered on the reduction of waste generated from our cleaning processes. The three employees worked for about 6 weeks and came up with two viable solutions for waste reduction. We found the TEDOC methodology to be quite workable for all levels of our organization and hope to expand its use in the future. - **Hugh A. Flack Jr., Health, Safety, Environment, AkzoNobel Aerospace Coatings**
- “The methodology helps in identifying all the dependencies involved, and all the things to consider, in completing the innovative solution faster. It will reduce the time to innovate by at least by 40-60%... The methodology identifies weak areas of the innovation cycle for prioritization or allocating resources. The methodology systematically encourages experimentation and alleviates fears of failure. The methodology motivates goal-driven thinking, or aspirations for innovation.” – **A Development Engineer at a Telecom Company**
- A student joins a new company where a new technology platform was being developed for over a year. Two months after joining the company the student develops a new technology platform in three days. – **A Development Engineer**

Innovation Publications

- ❑ Key Books
 - ✓ *Innovation Deployment – For Executives*
 - ✓ *The Innovation Solution – For Employees*
 - ✓ *Business Innovation in the 21st Century – For Practitioners*
- ❑ International Journal of Innovation Science (IJIS)
- ❑ Many articles/columns in various magazines
- ❑ Seminars, tutorials, and keynotes at national and international conferences

Accelper Team

- ❑ Praveen Gupta, MSEE (IIT), Founding Editor-in-Chief (IJIS), Master Instructor and Author
- ❑ John Forsberg, BSEE (NIU), Master Business Innovator, Instructor
- ❑ Arvind Srivastava, MSIE, MBA (Benedictine), Master Business Innovator, Editor (IJIS), Instructor
- ❑ Partners in Portugal, Mexico, India, Malaysia, Brazil and Croatia



Discussion

Needs	Concerns

Love to Have Requirements

Next Steps

Thank You!!!

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