

## The Process

The Innovation 100 is merely the application of continuous improvement and strategy throughout your organization. The steps include:

1. Interviewing of key leadership to uncover objectives, metrics and potential value of the process
2. Interviewing of top performers to identify best practices
3. Interviewing of participants to facilitate more clarity around objectives and prepare them for raising the bar
4. Interviewing of top customers, high growth potential customers and perhaps lost customers to clarify innovation opportunities, positioning and points of competitive advantage
5. Delivery of a one day kick off workshop, best practices are shared, each participant creates and shares their custom strategic innovation plan that they believe will most accelerate their progress toward facilitating their innovation objectives
6. 100 days of follow up coaching to participants and management
7. Measurement of metrics and reporting of success, and optional quarterly follow up workshops to further raise the bar and innovate throughout the company

## The Kickoff

The kick off workshop can include the following:

- Principles of innovation & how to apply them
- How to build an innovation culture
  - In one module the team can build a set of innovation values, their own “rules for the innovation culture” and how they will reinforce it throughout the team
- Skills of innovation, how to build them in your self and others
- The innovation process and how to facilitate it with individuals and teams
- The build out of personal innovation plans
- The workshop closes with each individual presenting the areas in which they will facilitate innovation around over the next 100 days, feedback is gathered on how others may help and a vote take on who has the most aggressive yet realistic plan

Growth starts with asking the right questions. Echelon gets answers to critical business questions and improves your team's performance.

### What would it be worth to have every team member facilitating innovation & accountable to a plan?

"The most important thing in communication is to hear what isn't being said." - Peter Drucker



Drucker noted that leadership needs to continually improve their awareness of:

1. The Customers' values and perceptions
2. The Competition's positioning
3. The Employee's innovation strategies that will foster innovation organizationally and individually

## Important Questions

### Vision & Strategy

What are your mission critical sales objectives?

What are the critical success factors (the measurables that if you improve in quantity or quality that will most accelerate your progress toward achieving your top objectives)?

### Value Of & In Your Customer

How well do you know your customer?

What is the untapped potential of your customer relationships?

Are your customers telling you all that you need to know?



### Implementation & Improvement

- How effectively is your team listening to and following your directives?
- How effectively is the team sharing and duplicating their best practices?
- What do you most want the team to improve and what messages still need to be communicated to them more effectively?

## The Results

What a few of our customers are saying about the Innovation 100™ Process:

"Eleven of our Fortune 50 customers that you interviewed gave you incredible ROI information for our services...that and your process has helped us improve our sales, these customer relationships and profitability.

*Johan Praats, VP of Sales*

"The Innovation 100™ has helped to turn around two areas, the pipelines are 300% higher than in any month for over 18 months... morale and performance are all up."

*Mike Meyer, VP of Sales, John Deere Nortrax Construction Equipment Division*

"Twice at two companies I've seen the strategies work, right now I'm seeing the Innovation 100™ process increase profitability throughout the team."

*Jim Hunter, VP of Sales*

"Your process helped implement a process of continuous improvement across a diverse team."

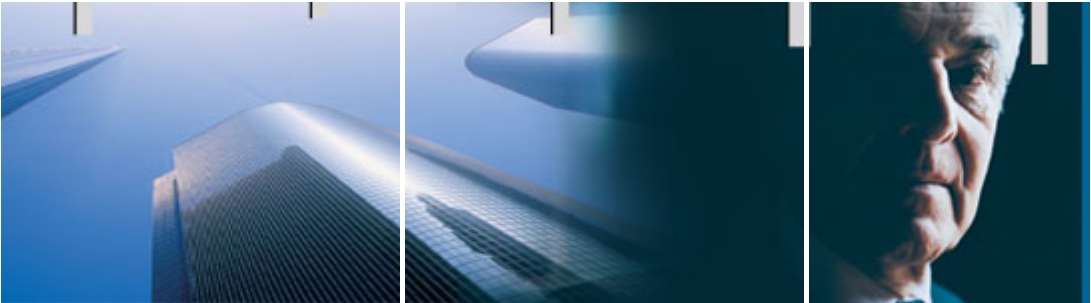
*Robert Fisher, CEO*

# The Benefits

Benefits of the Innovation 100™ Process



- 1. Increased profitability from the acceleration of innovation throughout the company and sharing of best practices
- 2. Measurement and proof of your progress in the critical success factor measures that tie to your mission critical objectives
- 3. Greater awareness for the strategy of the company and the critical success factor work of the employees
- 4. Improvement of team culture, adherence to values, especially those that foster innovation
- 5. Customer awareness of the genuine concern of your company and desire for improvement
- 6. Discovery of new sales potentials within existing customer base
- 7. Greater company awareness for concerns of customers
- 8. Enhanced Customer Retention
- 9. Improved sales & profits
- 10. Innovation



# The Innovation 100™

**An Innovation &  
Strategic Coaching Process  
From Echelon Management International**