INNOVATION LEADER BEST PRACTICES BRIEFING

What are other large companies doing to **enhance their innovation capabilities?**
What does the data show about **what really moves the needle** — and what doesn’t?
What are the best ways to change culture, processes, R&D, and new product development in an established organization — and **unlock the ideas** and creativity of your employees, suppliers, and customers?

Innovation Leader offers the **Innovation Best Practices Briefing** to address these questions for corporate teams, often including the C-level executive or executives who are sponsoring a new innovation initiative.

**COMPONENTS**

The briefing typically has three components:

- **20 mins**: Fast-paced and highly-visual overview of innovation best practices, examples from Global 1000 companies, and recent data from our research
- **20 mins**: Interactive exercise or quick assessment test designed to focus in on the specific innovation strengths and challenges unique to your organization
- **20 mins**: Q&A/Discussion time

**LOCATION**

In-person in our Downtown Boston offices, or via video conference

**IN ADVANCE**

30 minute conference call to understand your objectives and goals.

**OUR ADVANTAGE**

Innovation Leader is not a consultancy — we’re an independent, objective, third-party media and research organization. (That means we’re not going to try to sell you a consulting project after we conduct our Best Practices briefing.) Second, Innovation Leader has more data on corporate innovation programs than any entity in the world: We have interviewed executives at hundreds of large companies (from Google to Marriott to Starbucks to Disney to BMW), have visited dozens of corporation innovation labs, and have collected innovation data assets about everything from innovation governance and metrics to salaries and program focus at thousands of companies.

**PRICING**

- $5,500 for non-members of IL (group of 5+)
- $3,500 for IL members with a group membership of 5+
- $2,500 for IL members with a group membership of 10+
- For individual IL members, ask about upgrading to a group membership: Adam@innovationleader.com

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**YOUR ISSUES**

Answers to your **specific issues** from the IL team, which collects data and interviews leaders at Global 1000 companies.

**YOUR PROGRAM**

**Real-time benchmarking** of your programs vs. leading practices

**BEST PRACTICES**

Clear understanding of **innovation best practices**

**MORE ALIGNMENT**

More **alignment** on areas of strengths and areas that could benefit from greater focus

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CONTACT ADAM@INNOVATIONLEADER.COM FOR MORE INFO.