



World Business Review: On Location at *Decision Analyst*

GENERAL HAIG:



Finding new ideas to make your business grow is easier than you might think. Decision Analyst shows us how.

NARRATOR:

We've all heard the saying the only constant is change. That's part of the reason why businesses are finding that developing new products and services is more critical now than ever. Generating new ideas will help develop innovative new product concepts companies need to stay ahead.

GWEN ISHMAEL, *Sr. Vice President, Innovation Services*: Decision Analyst Innovation Services helps companies achieve real growth and avoid stagnation. And we do this by helping them become more innovative in their products and services offerings, the way they position their products, their overall marketing strategies and in their business initiatives.

NARRATOR:

More than two thousand innovative consumers make up the Innovation Services panel. More than 65,000 consumers were screened and tested to form this unique panel. Each member ranks in the top four percent nationally when it comes to having a special type of creativity – idea-centric creativity. That's the ability to generate a large number of highly original ideas for new products and services.

RENEE HOPKINS, *Director, Innovation Services*: It's important for us to use consumers who have very high levels of idea-centric creativity because these consumers are able to visualize and communicate ideas beyond that of a typical consumer. So when we get them in a focused group ideation session, they are able to not just come up with incremental innovations but with breakthrough ideas and breakthrough innovations that will really help our clients get ahead of their competitors.

“Now, we're going to do an exercise that's going to get you focused on thinking visually...”

NARRATOR:

In a business application, creativity must be focused and purposeful. The guidelines that focus this concept creation process come directly out of a client's goals, strategies, and constraints.

RENEE HOPKINS: We start by creating an environment, either online or offline, that enhances our panelists' already very high levels of creativity. And then our Innovation Facilitators lead the panelists through a very carefully planned series of creativity exercises that will allow them to generate the maximum number of ideas that will meet our client's objectives.

NARRATOR: The Innovation Services team then takes the starter ideas, and idea fragments from the online and/or offline session and, keeping their focus on the client's objectives, builds and develops those into test-ready concepts, complete with illustrations.

GWEN ISHMAEL: Decision Analyst is the global leader in interactive innovation systems. And we're answering companies' desire to achieve real growth by offering them a unique new way to inject innovation into their businesses. Not only can we create breakthrough new concepts but as a full-service marketing research and consulting firm, we have the research systems and the expertise to help them test and evaluate those concepts and that helps our clients avoid costly mistakes.

NARRATOR: Sometimes a company waits for the one big idea to come along instead of recognizing that it's much better to generate lots of starter ideas and build on them.

GWEN ISHMAEL: Nobel prize winner, Linus Pauling, once said, "In order to get good ideas, you've got to start with a lot of them and then throw the bad ones out." Another way of saying that is, "You've got to kiss a lot of frogs before you find your prince." And so we've adopted the frog as the Innovation Services mascot.

NARRATOR: A prime example of how using highly innovative consumers to generate new ideas can help you leap over the competition.

For World Business Review, I'm Paula Melling reporting.

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