



# Innovation Services

Worldwide Interactive Innovation



# Innovation Imperative

An organization's ability to survive is defined by its capacity to innovate. Companies must continuously adapt to changing markets, changing technologies, and changing consumer habits and preferences. That's where we can help. Innovation is what we do.



## Where Do Good Ideas Come From?

Dr. Linus Pauling, two-time Nobel Prize winner, once stated, "The way to get good ideas is to get lots of ideas, and throw the bad ones away." Said another way, "You've got to kiss a lot of frogs before you find your prince, and you've got to generate a lot of ideas before you find the great ones."

## The Right People—Consumer-Led Innovation

The process begins by involving individuals who are exceptionally creative. The Imaginators®, Decision Analyst's online consumer creativity panel, is

comprised of everyday people who have been tested for high levels of "idea-centric creativity"—the ability to generate large numbers of highly original ideas for new products and services. To date, more than 220,000 people have been tested using our proprietary testing system. Each panelist ranks in the top 4% of the general population in terms of idea-centric creative abilities. As a result, the Imaginators' ideas are truly unique and often breakthrough in nature.

Idea-centric creativity can be identified among nonconsumer groups as well. To date, nearly 75,000 business and trade professionals have been evaluated for idea-centric creativity.



**Decision Analyst, Inc.**  
*The global leader in interactive innovation systems*

[www.decisionanalyst.com](http://www.decisionanalyst.com)

## More Than New Products

Innovation is more than just coming up with ideas for new products. We help companies apply the creativity process to improve their marketing, including:

- New service concepts
- New branding strategies
- New customer experiences
- New brand names
- New positioning concepts
- New promotion ideas
- New packaging ideas
- New display and point-of-sale ideas

### The Right Setting— It's Not A Focus Group

The typical focus group setting—ten chairs arranged around a long table—is excellent for gathering respondents' opinions and reactions, but it is not the right environment for innovation. Innovation flourishes in an environment that stimulates the brain's right side.

That's why our ideation sessions involve creativity exercises, games, associations, unstructured environments (no tables or chairs), spider mapping, guided visualization, and a variety of proprietary techniques developed by Decision Analyst, including "Zoom Out" and "A Picture Is Worth...Lots."

### The Right Amount Of Time— Innovation Isn't Instantaneous

Often the most creative ideas take a while to surface, or they develop as a result of several smaller ideas coming together. The more time participants have to think about a problem and build on the ideas put forward by others, the more likely it is that the end result will be truly unique and innovative. Innovation sessions are conducted over relatively long periods of time. In-person sessions last six to eight hours, while an online session can extend over a period of ten business days.

### The Right Process— Not Just Brainstorming

Decision Analyst's approach to innovation is a bit different; we use a systemized, creative, problem-solving model based on Socratic inquiry. Our sessions follow a proprietary creativity guide that is objective- and exercise-oriented rather than discussion-oriented. This guide provides the subtle structure that is critical to generating highly unique ideas and suggestions.

Next, Decision Analyst sorts through, combines, and builds on the raw ideas generated in the session, and develops a set of first-stage concepts—working names, written descriptions of features and benefits, and supporting illustrations (as needed). Then we hold a first-stage concept review meeting with our client and jointly identify which concepts warrant further development. The selected concepts are reviewed by a small sample from Decision Analyst's consumer panel to identify how each one can be improved. Then each concept is polished and honed until it is a true and accurate rendition of the product idea.



## Spider Map



Spider maps are useful creativity tools employed online and offline in our creativity sessions.

### Applied Creativity Process® Training Sessions

We also facilitate internal innovation sessions for clients and conduct Applied Creativity Process® training sessions—Decision Analyst’s unique approach to creative problem solving.

### Why Decision Analyst?

Decision Analyst has been involved in new product and service development for over 30 years. We have helped to develop electronic educational toys, electronic games, cellular phones, customer loyalty programs, retail environments, and numerous new food, beverage, and household products. With our targeted innovation processes we can bring transformational change to your new product development efforts.

