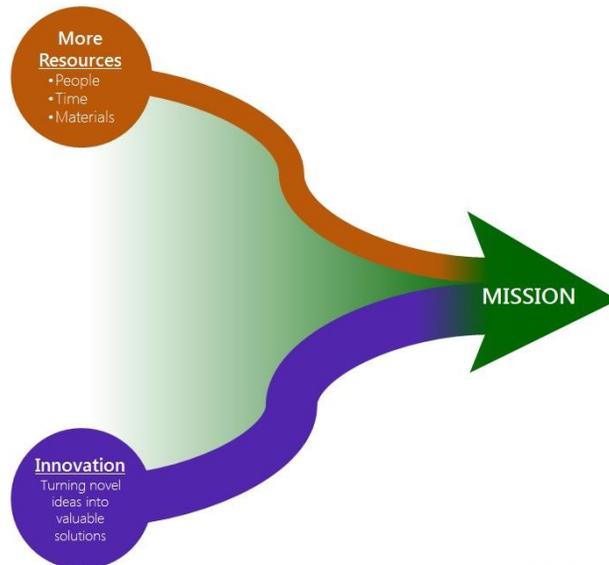


MISSION- DRIVEN INNOVATION

Two Routes to Achieving Your Mission



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2015

Getting the most out of your
innovation engine.

Mission-Driven Innovation

GETTING THE MOST OUT OF YOUR INNOVATION ENGINE.

Is your organization doing everything that it has set out to do?

Are you fully confident that you will be able to do so in the future?

If so, congratulations. You have achieved something that few, if any ever have.

If not, you are not alone. We all want to accomplish more.

If we are to do that, though, we can't just keep digging under more sofa cushions for pennies.

We must look for new and better ways of doing what we set out to do. Not could. Not should. **MUST.**

Why?

Two reasons.

First, economists estimate that between 50% and 80% of growth comes from innovation. Ignoring innovation is like trying to get to a destination with half the gas you need. You may get there, but only after a whole lot of unnecessary pushing.

Two Routes to Achieving Your Mission

More Resources
• People
• Time
• Materials

Too many organizations focus exclusively on their resources, neglecting the highest potential means of achieving what they set out to do...innovating.

30-50%

Innovation
Turning novel ideas into valuable solutions

50-80%

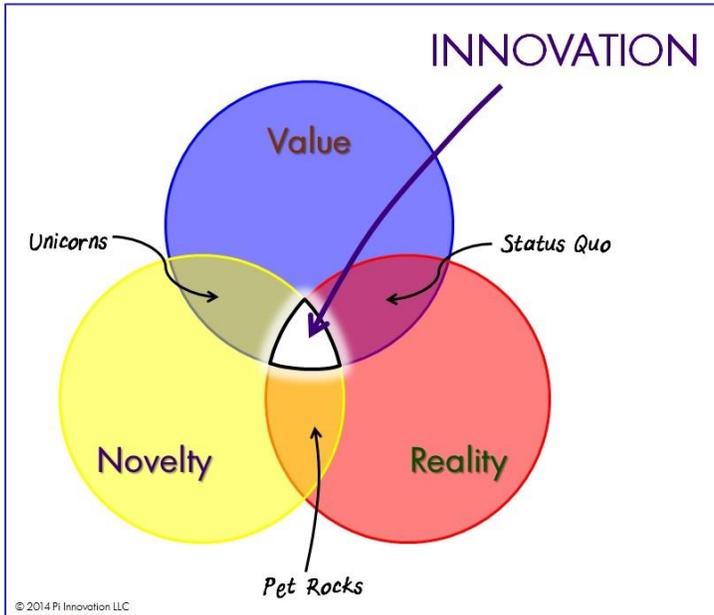
Unless you are fully achieving your mission, serving every potential client, and thriving with abundant resources at your disposal, you need to focus on innovation.

MISSION

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Second, the world is constantly changing. The people you serve are changing. Your resources are changing. Technology is changing. Regulations are changing. No matter where you are now, you will need to be somewhere else in the near future.

So what is “innovation,” anyway?



Innovation exists at the intersection of three elements: novelty, value, and reality.

Novelty, or creativity, tends to be what most people think of when it comes to innovation. Novelty alone, however, is not sufficient. Your new idea must provide value to someone – it must solve a problem that someone has (even if they don’t know that they have it). Moreover, you must be able to turn your idea into reality, or it will never be able to deliver the value that it promises.

Without all three elements, you don’t have an innovation.

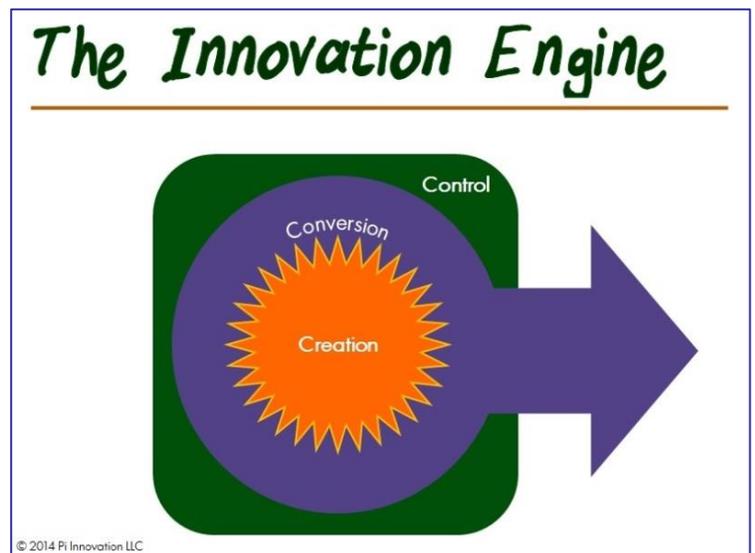
What is an Innovation Engine?

The innovation engine is a conceptual model of how the innovation process works in an organization. It consists of three components:

Creation – Generating the novel ideas that provide the valuable energy for the process.

Conversion – Turning the ideas into a reality that delivers value for all stakeholders.

Control – All of the decision-making elements necessary to deliver valuable solutions consistently.



What can Pi Innovation do for you?

Whether you have a specific short-term need or you are seeking longer-term training and engagement, Pi Innovation will collaborate with you to get you to where you need to go.

Although Pi Innovation brings a complete tool set of proven best practices to bear, we believe there is more than one way of doing things. The trick is to apply these practices to your particular organization, industry, culture, and capabilities.



Training

Whether for individuals or teams, for executives or staff, Pi Innovation offers training modules that can help improve cross-functional team performance and deliver bottom-line results.

We will tailor training specifically to the needs of the individual or organization for maximum impact.

Broad areas of training include:

- Product Development Strategy
- NPD Management
- Fuzzy Front End
- Organization Management
- Personal Management

Consulting

Project-specific expertise in end-to-end product development is sometimes necessary to get innovation organizations moving forward.

Whether getting disparate personalities and skill sets collaborating effectively, aligning development strategy to the organization's mission, facilitating targeted ideation, or structuring the project and portfolio process, Pi Innovation can help get you where you want to be efficiently and cost-effectively.

Appraising

You can't know how best to get where you want to go, unless you know where you are now. Pi Innovation offers tools for assessing and benchmarking to help you pinpoint your current product development capabilities, and then define the best approach for improvement.

You will not be force-fit into a one-size fits all methodology. Instead, we will work with you to define the approaches that fit your own unique needs.

Innovation Boards

Small businesses and non-profits are not known for their deep pockets, but they may be the ones who benefit most from top-notch innovation consulting. Innovation Boards provide a way to get access to such benefits with minimal financial investment.

An innovation board consists of about a dozen peers from similar but noncompetitive organizations. Members get both one-on-one consultation and the benefit of peer input and feedback, leveraging both the innovation expertise of the facilitator and the perspectives of experienced fellow board members.



Innovation Board membership includes:

- Monthly one-to-one advisory session between innovation executive and Pi Innovation.
- Monthly issue-focused peer group meetings for innovators from member organizations.
- Professional facilitation from Pi Innovation
- Access to Best Practices training in end-to-end innovation

The Innovation Board helps to develop your innovation skills through evidence-based innovation coaching and shared peer perspective. You can immediately put the collective wisdom into practice to make smarter decisions that produce better results.

Keynotes and Presentations



Do you have an event focused on Innovation? Do you need to inspire a team to think creatively, solve problems, and make things happen? Do you want to get different functions collaborating effectively to deliver a common objective?

Brad Barbera will deliver a dynamic, engaging, interactive presentation to your team. Leveraging memorable, illustrative stories, leading edge research, and attention-grabbing activities, Brad will leave your team not only inspired to take action, but also armed with the tools needed to make that action count.

Aren't "Innovation" and "Best Practices" a contradiction in terms?

Many people argue that there is no place for best practices when it comes to innovation. They say that following "best practices" is nothing more than imitation, and you'll never be innovative if you just imitate somebody else.

Such arguments could not be more wrong.

Best practices are *not* about mere imitation. Best practices are about understanding fundamental principles of success, and applying them to your organization in a way that fits your capabilities.

Here's an analogy: eating a nutritious diet and getting adequate exercise are "best practices" for maintaining good health. Violating those fundamental principles will lead to health problems. However, selecting the foods you eat and the forms of exercise you pursue are particular choices that depend on the specifics of the individual.



Similarly, best practices for innovation are proven, fundamental principles. There are many ways to adhere to those principles, but to ignore them is to put your organization's health at risk.

Why do you need to customize Best Practices for Innovation?



Do you know anyone with a treadmill-turned-overpriced-clothes-rack? That's a perfect example of failure to apply best practices correctly. Right principle, good tool, wrong fit.

Pi Innovation LLC will help you explore ways to apply the fundamental principles of innovation in a way that your organization will actually use and embrace, based on your culture, mission, and capabilities. Owning tools that no one uses, no matter how nicely they work for someone else, is worse than owning no tools at all - not only have you wasted the investment in the tool, but you may also tell yourself that you've already got something for that purpose, missing out and getting what you really need.

Who is Pi Innovation?

Pi Innovation Mission

We believe that innovation – the creation of valuable new solutions to problems – is the fundamental purpose of human endeavor.

Innovation enables people not just to survive, but to thrive. As Nobel Laureate Edmond Phelps of Columbia University describes in his book *Mass Flourishing*, meaningful work, self-expression, and personal growth are driven when people are empowered to create new and better products, processes, and services. Innovation does not consist only of the great technological leaps, and innovators are not just the famed names in history books. Dr. Phelps demonstrates how “mass flourishing” – a combination of material well-being and the “good life” in a broader sense – is created by mass, grass-roots innovation.

Our mission at Pi Innovation is to enable small and mid-size organizations, both commercial and non-profit, to innovate more effectively for their customers, clients, communities, and stakeholders. We believe that doing so makes the world a fundamentally better place.

Pi Innovation Values

Honesty – All work done by Pi Innovation will be executed with the utmost integrity, conducted with full transparency, and delivered with respectful candor.

Rigor – Pi Innovation solutions are not based on guesswork and theory, but are grounded in rigorous, objective, and validated research, combined with decades of professional experience.

Learning – Knowledge is forever growing and changing. We believe in the truism that “It ain’t so much the things we don’t know that get us into trouble. It’s the things we know that just ain’t so.” Pi Innovation will continually research and update the knowledge base on which solutions are built.

Individualization – It’s about the client, not about Pi. Each client has their own unique needs, challenges, cultures, capabilities, resources, requirements...and Pi Innovation solutions will be tailored to them.

Fit – Pi Innovation can do many things, but we can’t do everything. If we don’t fit your needs, we will let you know, and help you find someone that can.



Brad Barbera, NPDP



My passion is for teaching, training, improving, growing, and enabling individuals and teams to innovate. Just as engineers make practical applications from the fields of pure science, I am an Innovation Engineer, taking the varied and rigorous results of academic research in the field of new product development and innovation, and making it applicable and accessible to those actually practicing it in the marketplace. I help people and organizations customize and apply the fundamental principles that separate true innovators from the lip-servants.

I have worked in a variety of industries over the past twenty-five years: food, OTC pharmaceuticals, cosmetics, ergonomic products, office furnishings, home décor items, electronics accessories...even candles to make a house smell like a summer field after a cooling rain. I am an active member, volunteer, and former Executive Director of the Product Development and Management Association (PDMA), where I have had the privilege of working with some of the most brilliant thought leaders in the innovation world. I am a certified New Product Development Professional (that's the NPDP after my name), meaning I have demonstrated both the career experience and the academic mastery of best practices in the areas of strategy, portfolio management, NPD processes, tools and metrics, market research, and personnel management.

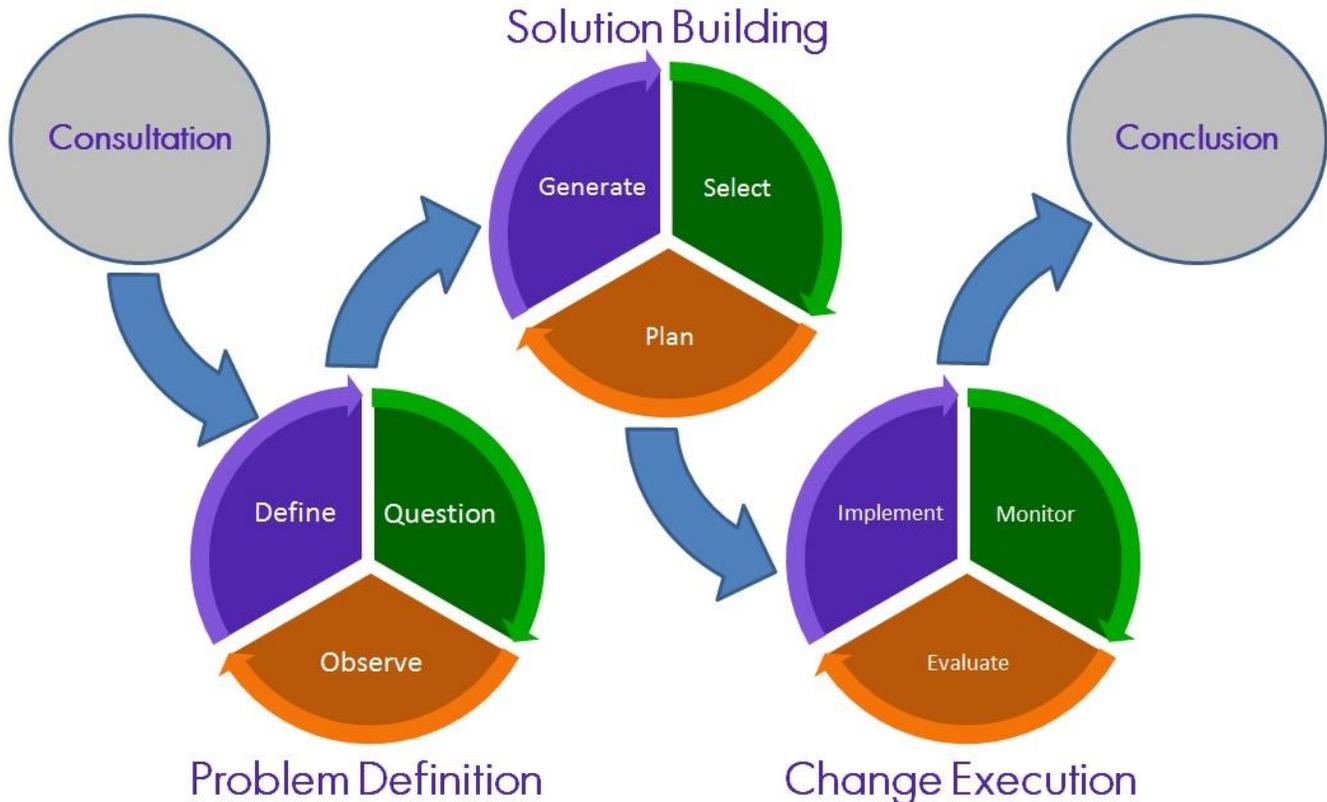
For-Profit Organizations

With experience in both B2B and B2C companies, and with both goods and services development, Pi Innovation can help businesses deliver new products to market and structure their systems to improve their returns on innovation investment.

Non-Profit Organizations

With experience in both charitable organizations and professional associations, Pi Innovation is well prepared to help such groups better serve existing clients, find efficient ways to serve more clients, and create ways to serve future clients.

The Pi Innovation Process



Complex problems are rarely solved in a linear fashion.

We approach your problems in three stages: clearly defining the problem, generating and selecting solutions, and getting those solutions implemented.

Throughout that the process, we work collaboratively with you, communicating effectively throughout the process to ensure alignment with your needs.

We will work with your whole organization in the process. Innovation is a system, not an event, function, or add-on.

Testimonials

“Brad’s creativity, insight, and intellectual horsepower have been invaluable to me as a business owner. His deep expertise in product development, leadership, and innovation sciences allows him to offer a truly unique perspective. My business has grown in wonderful and unexpected directions due to his wise counsel.”

-Small Business Owner

“Problem solving is a core capability for Brad. Problems are identified, alternative solutions deftly considered, an approach determined—and the path to implementation tracked. He effectively tackled multiple challenges, especially given the reality of our limited budget.”

-Non-Profit Board Chair

“Wow! Just wow! Your strategic analysis is absolutely amazing. You touched on a lot of areas that I’ve been concerned about such as our mission statement (which is something we’ve never felt was quite right) our debt load and just what area of the market to target. Thank you again so much!”

-Small Business Owner

“Pi helped us identify ways to generate revenues, attract new large donors and supporters, build credibility in a crowded non-profit space, focus on key investments, and use appropriate benchmarks.”

-COO, International Charity

“I recommend Pi Innovation for highly complex problem solving with multiple constituencies as well as innovation work.”

-Non-Profit Board Member

“Pi has really helped with marketing our business, better understand our clientele, and strategically approach expansion planning. Brad’s work ethic, reliability, and contributions to our growing business make him a valuable asset.”

-Small Business Owner

“You covered a great deal of ground, and the background surveys on best practices were helpful. You managed us well, and as a result, we will define a better innovation process.”

*-SVP Global Operations,
Consumer Goods Company*

