



“Innovate once  
and you will gain  
competitive  
advantage.  
**Innovate always**  
and you will  
dominate  
the market.”



**Silega Innova™**

*Activate an innovative environment in your organization*

**Business Innovation**



**Silega Innova**™

Business Innovation



15%

More than 70% of companies have the word “innovation” in their mission or vision statement, yet only 15% have an established and working innovation system.

Innovation has a financial payoff; innovative companies are four times more profitable than the competition.

### The experience:

The product or solution that will most likely define your company’s success in five years doesn’t exist yet. This high-impact, engaging simulation will help you generate more profitable business ideas, discover insightful and creative ways to improve existing ideas, and create realistic implementation plans.

Silega Innova™ takes participants on an interactive journey through the world of innovation. Together, they will discuss and explore tools and techniques that foster creativity and create the conditions for radical business change.

### Main objectives:

- Develop culture and competencies for innovation
- Accelerate and improve the process of creating new products or developing solutions
- Create and implement innovative business strategy
- Respond better to consumers and improve customer experience
- Address business issues and improve processes
- Improve design of existing products and optimize performance and costs
- Find replacements for existing

solutions, components, materials and ingredients

- Reduce product design and development costs
- Improve quality and reliability

### Key lessons:

- Explore, and develop new possibilities
- Create new connections between unrelated concepts
- Embrace appropriate risk taking
- Identify common barriers to creativity
- Commit to creating value for the customer
- Read trends and conquer new market segments
- Integrate business strategy with the process of innovation

### Typical applications:

- Innovation and creativity training
- Product development and product naming sessions
- Strategic planning
- Process improvement
- Team development
- Kick-off conference or a project

### Practical details

#### Format:

Business Simulation

#### Number of participants:

4 to 500+

#### Participants:

People from all levels and departments in the organization

#### Duration:

4 to 5 hours

#### Competencies:

Creativity, customer focus, innovation management, perspective, problem solving, process management

