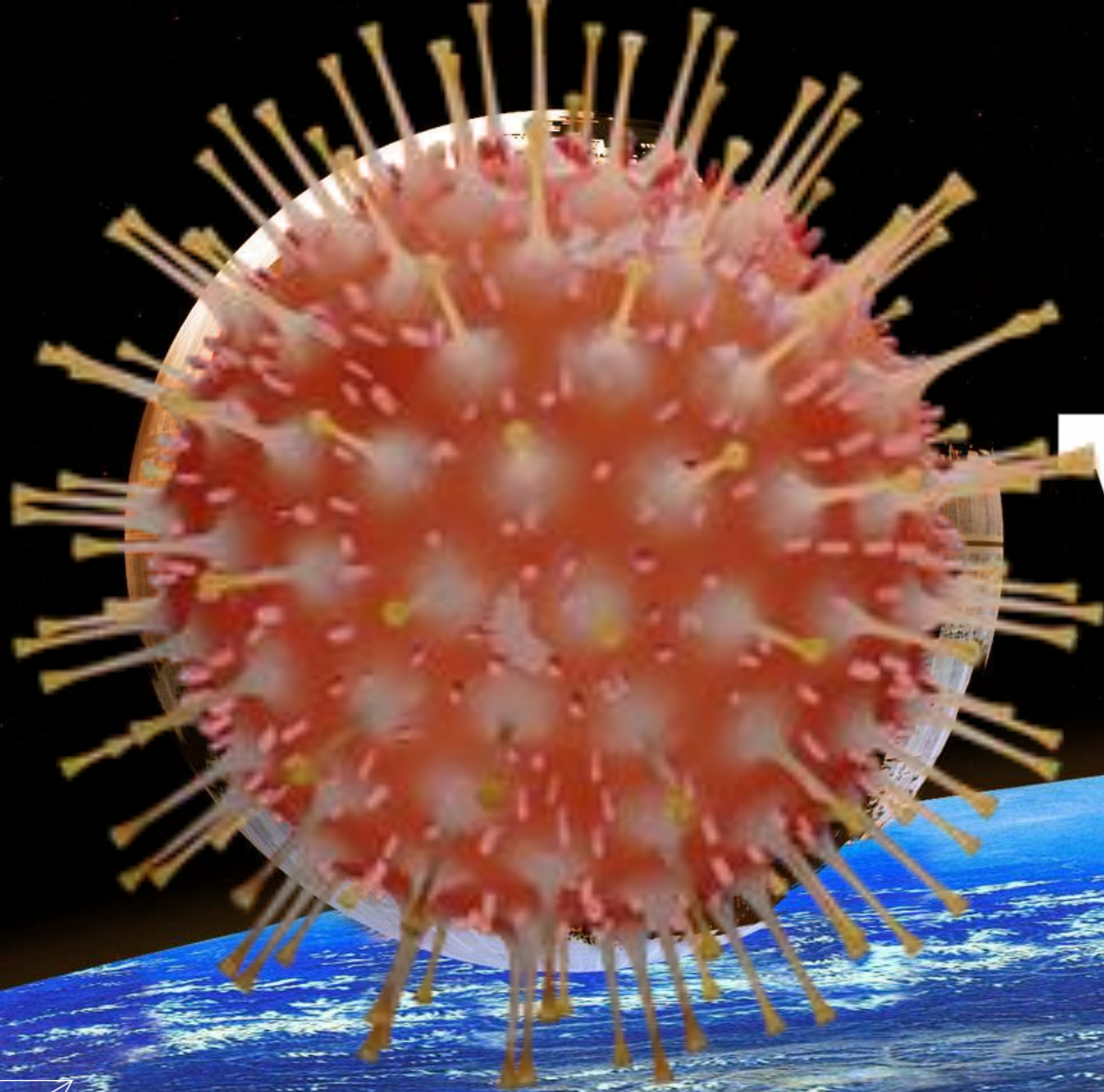




Accelerate innovation together with your People!



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VUCA

+

Covid-19



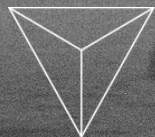
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elster

Q_{max} 10 m³/h
Q_{min} 0,06 m³/h
V 4 dm³
P_{max} 0,2bar

BK-G6 M

DE-07-MI002-PTB001
class 1,5

t_m -10°C...40°C
t_g -10°C...40°C



853396

Produced: 2011

S3 P_{max} T₂ = 100 mbar

DIN EN 1359-2007



0102

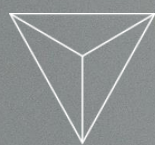
1 10 19 17 12

8 16 5 3

m³

1 imp $\hat{=}$ 0,01m³

002528533961



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We cannot solve
our problems
with the same
thinking we
used when we
created them.

- Albert Einstein



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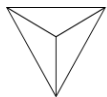
Why INNDUCE.me?

People innovate & not companies.

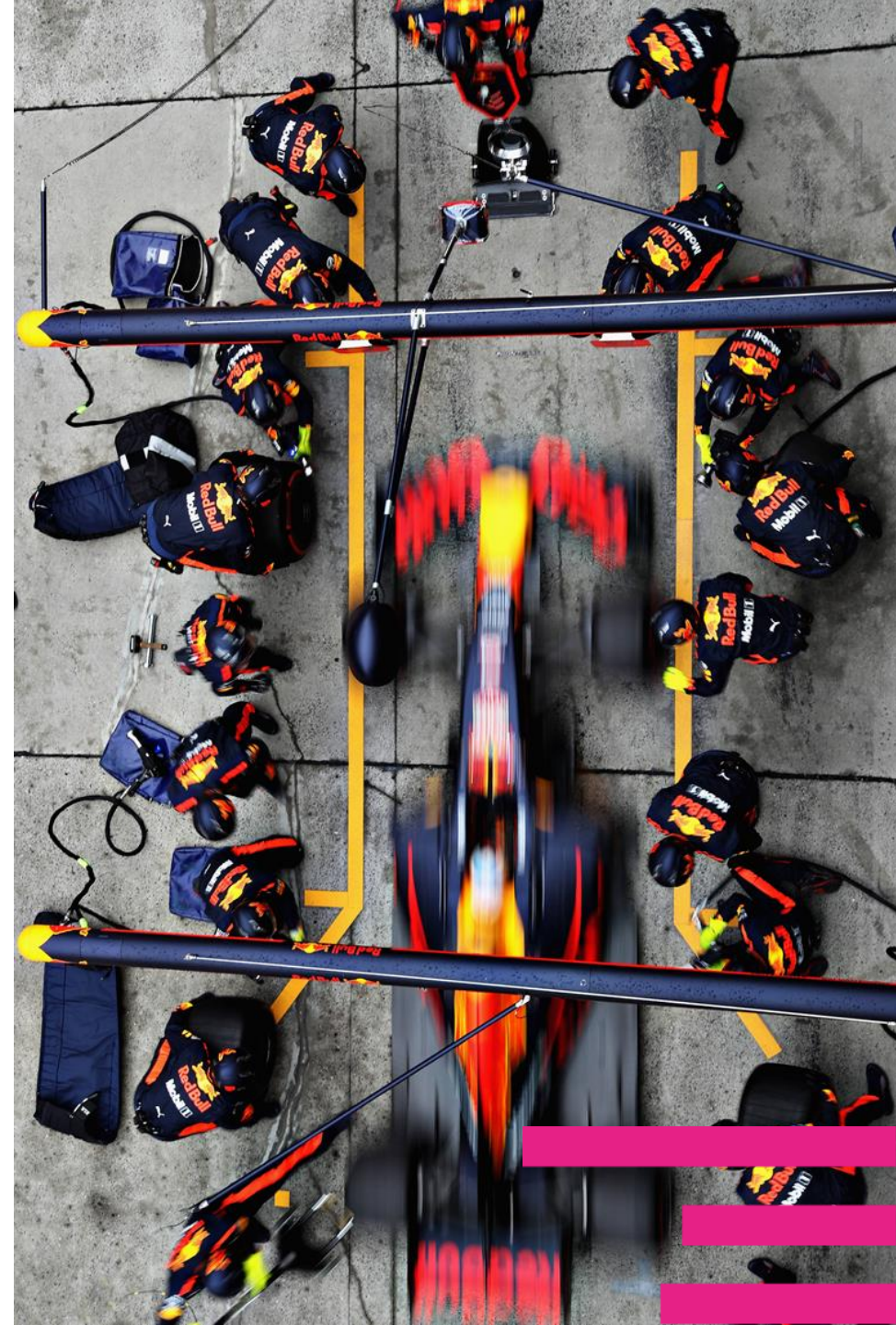
We help companies to innovate faster & more efficiently together with their People.

Win smarter together with your People.

[Video INNDUCE.me](#)

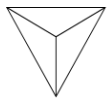


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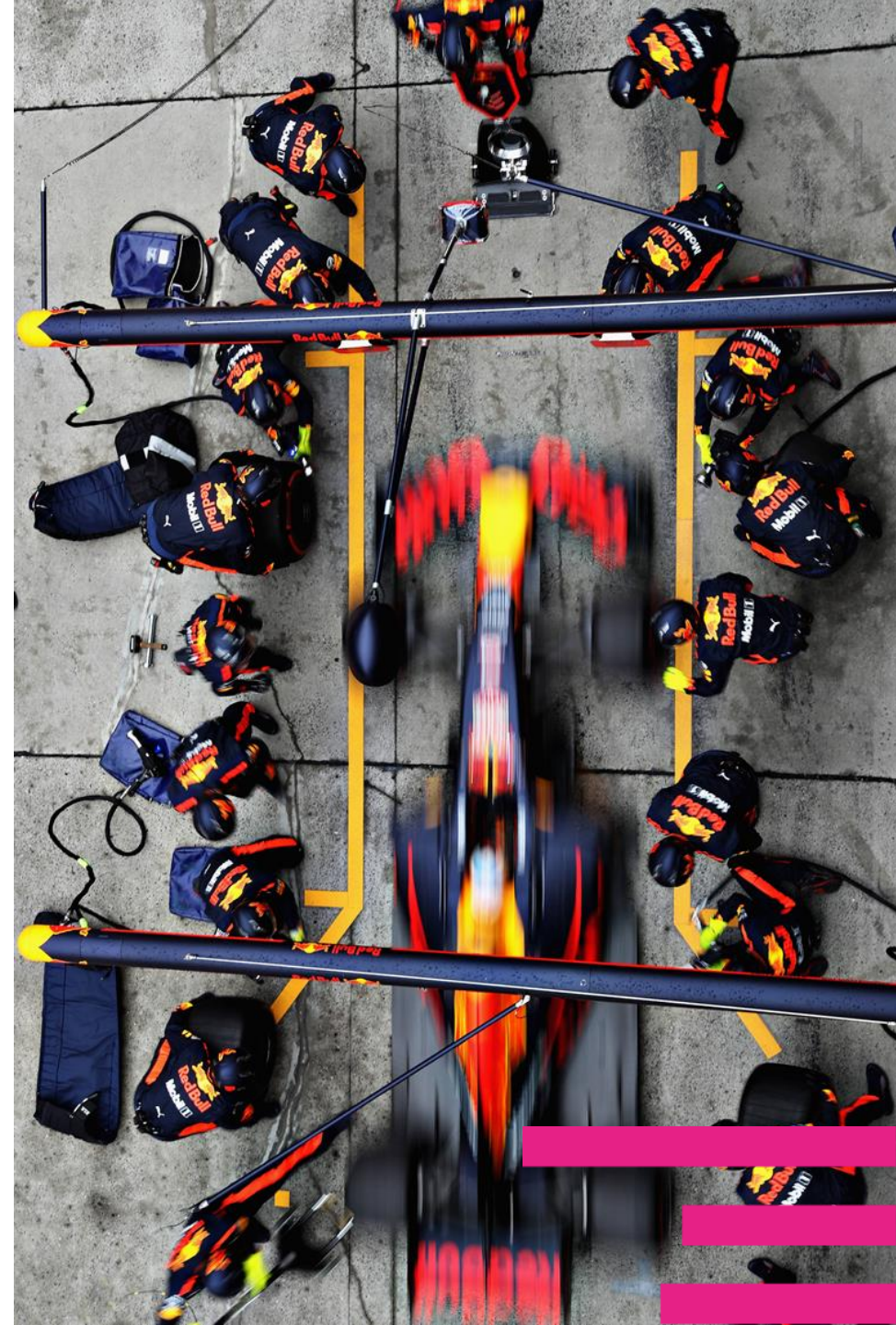


For who?

- Innovation-driven companies -> Innovation excellence
- Companies convinced about innovation but how & with who?
- Organizations that want to stimulate their innovation culture
- Recruitment (also for High Potentials) + Personal development
- Small – Medium – Large companies

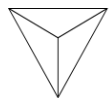


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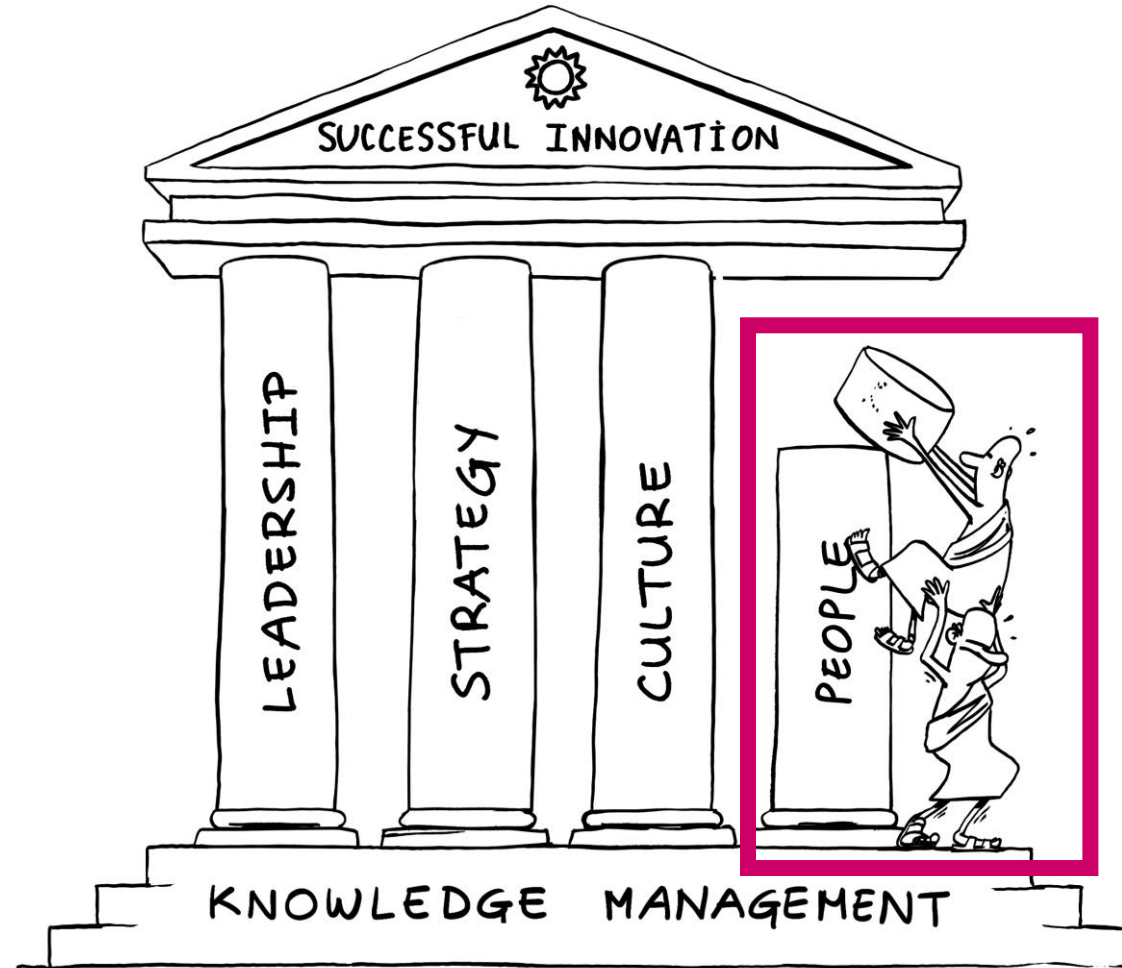


Sounds familiar to you? We can help you

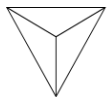
- *How do we select people to work on our innovation projects?*
- *We want to build an innovation team within our company but which skills & profiles do we need? Who do we select for this teams & what do we expect from them?*
- *How can we increase the success rate of our innovation projects?*
- *We are convinced about innovation but how, with who & how avoid ‘stop & go’-processes?*
- *How can we create more leadership support for innovation & convince to invest in good ideas?*
- *How can we stimulate innovation bottom up?*



Pillars for successful innovation



*Most
underestimated
pillar*



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Why are some more innovative than others?

Scientific research

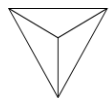
Field research



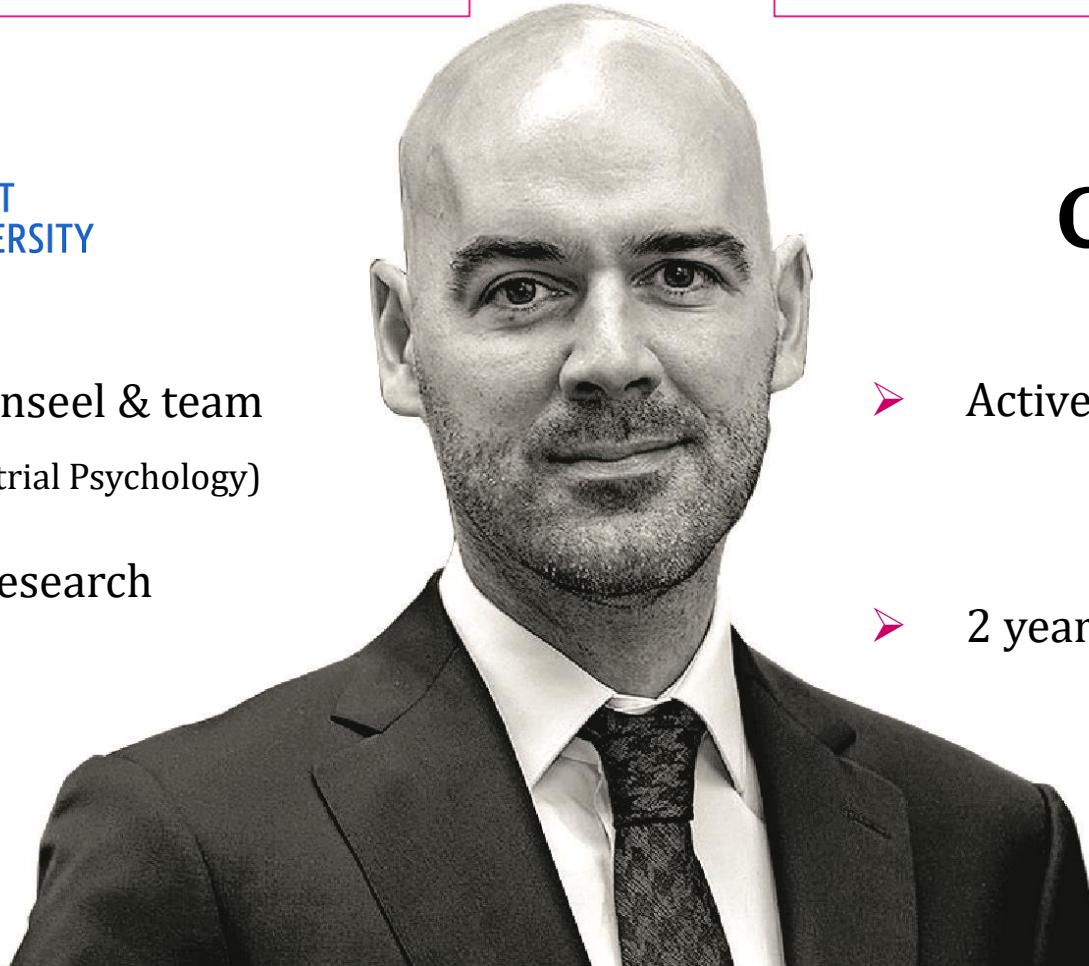
- Prof. dr. Frederik Anseel & team
(Organisational & Industrial Psychology)
- 2 years literature research

cre·ax

- Active network of innovation experts
- 2 years validation



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INNDUCE.me is an Innovation Mind Map

Academic Research + Innovation Experts



50 x 



Innovation Mind Map



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INNDUCE.me is an Innovation Mind Map

Platform with objective tools

but simple ✓



Person at your company

=

Compare



Innovation experts



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Innovation is the combination of 3 main competencies



IDEATOR

- Recognizing challenges
- Analyzing challenges
- Idea generation
- Generating solutions
- Evaluation & selection



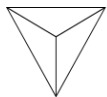
CHAMPION

- Gaining enthusiasm
- Collecting support
- Building a coalition of supporters
- Obtaining approval
- Obtaining budget



IMPLEMENTER

- Realizing the development opportunity
- Building prototypes
- Communicating the progress
- Follow-up of implementation actions
- Optimization over time





Innovation is not about teaming up
your strongest functional experts



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A group photograph of the Belgium national football team. Eleven players are posed in two rows on a green football pitch. The goalkeeper, Thibaut Courtois, is on the far left in a bright yellow-green kit with the number 1. The other eleven players are in red kits with black diagonal stripes and yellow numbers. The back row consists of six players, and the front row consists of five players. The background shows a stadium with blue seating and a blue advertising board with the text 'KING POWER' visible.

... but teaming up functional experts
alongside people with
complementary innovation profiles



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Why are some people more innovative than others?

Test

innovation talents
objectively

(try our demo)



Train

innovation skills & develop
innovative thinking of People



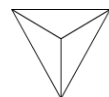
Team up

Innovation Dream Team

(Q2/2023)



Creative ideas



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Faster
Smarter
Efficient

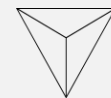
New Products
New Services
New Processes
New Business Models





Individual assessment

- Online situational judgement test (SJT)
- 100% unbiased & objective assessment of 20 innovation skills
- Individual & online assessment of 1 hour
- Co-created by University of Ghent & Creax
- Available in English, French, Dutch, Spanish, German



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Benchmark Different Innovation Profiles

87% Generalists

Specialists **13%**

45% CONTRIBUTORS

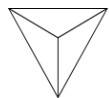
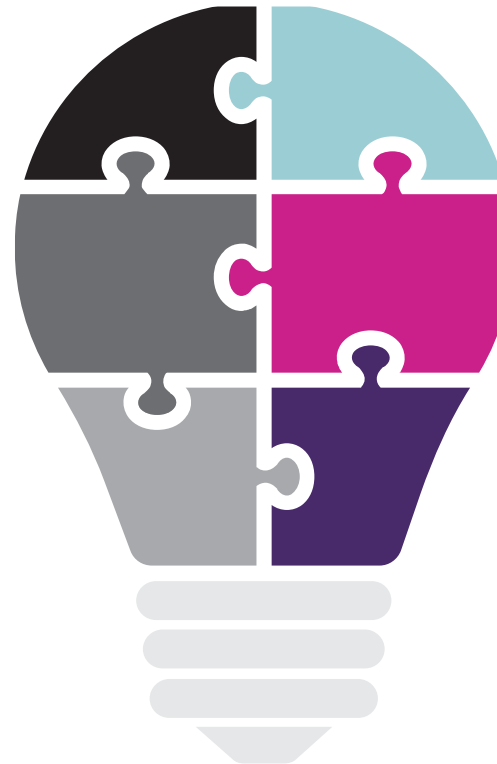
IDEATORS **5,5%**

34% PARTNERS

CHAMPIONS **5,5%**

8% MASTERS

IMPLEMENTERS **2%**



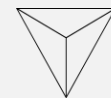
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Case-based training

- Learn from the best how innovators think, decide & act
- 9 innovation cases to be resolved in 4 steps
- 100% online & on an individual basis
- 1 credit = 1 year unlimited access to the training tool
- Co-created by University of Ghent & Creax
- Available in English, French, Dutch



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Case 1



In a private meeting with your CEO, he questions whether there is still an opportunity to grow with the company's main technology.

Although the company is currently making a profit, he asks you if it wouldn't be better to shift to other markets and start developing and using new technologies.

He asks you to consider his concerns and develop your own opinion on the matter.

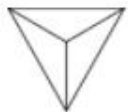
He also demands specific ideas for long-term growth, regardless of whether they consist of going on with the current technology or investing in new technology.

He wishes to meet you again in one month.

How would you deal with his requests?



Click **Next** to continue.



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Growth Opportunities

< Back

Next >



Step 1 – How would you solve the case?

Your solution



Solve this case as comprehensively as possible and explain why your solution will be effective.

Step 1 - Identify & select colleagues who are experts on the current technology & the different applications on the market & gather as much information on our expertise about the current technology. Which opportunities & gaps exist that could be filled with new technology

Step 2 - Listen to the market (customers and prospects)

- 1) what do they need
- 2) what do they miss
- 3) which opportunities (markets, ...) & applications do they see for the existing technology

Step 3 - Look at technology trends |



Case

Click **Case** to reread the case.

Click **Next** once you are done.



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Step 2 – Compare your rating with the experts

Effectiveness actions according to experts



Compare the scores you have given with the scores of the innovation experts.

	Your score							Expert scores
	1	2	3	4	5	6	7	
1. Use a company-wide online platform to invite all employees of your company to share ideas for new business.	☐	☐	☐	☐	☒	☐	☐	3
2. Establish a multi-disciplinary team with colleagues and trusted external technology experts to work on your CEO's requests for new business opportunities.	☐	☐	☒	☐	☐	☐	☐	2
3. Start by analysing your company's current markets in order to be able to make a forecast of future growth and revenues.	☐	☐	☐	☐	☒	☐	☐	5
4. Advise your CEO that the company should focus on its current markets and technology and strive for more sales volume.	☐	☐	☐	☐	☒	☐	☐	5
5. Think of re-engineering paths for optimizing your technology which could increase the cost efficiency and sales potential of your company.	☐	☒	☐	☐	☐	☐	☐	2
6. Look at what your competitors are doing in order to get inspired by those things they do and your company doesn't.	☐	☐	☐	☐	☐	☒	☐	5
7. Abstract what problems your technology is solving and identify other markets with needs that could benefit from your technological developments.	☐	☐	☐	☒	☐	☐	☐	6

Case

Click **Next** to continue.

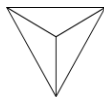


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Step 3 – Learn from innovation experts

Solution of the innovation experts



Click every step and every principle and read it carefully.

Step 1

Step 1: Define the problem and compose a team with diverse people who can help you investigate the different options.

- Verify and define what the CEO is expecting from you.
 - When does he want a solution?
 - Which problems will arise according to him?
- Next, compose a team with employees of various departments, for example of the sales and finance department, who can provide you with information about the different options.

Step 2

Step 3

Principle 1

Principle 2

Principle 3

Principle 4

Case

Click **Next** once you are done.

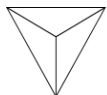


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Step 4 – Compare your solution with the experts

Compare solutions

Step 1

Step 2

Step 3

Principle 1

Principle 2

Principle 3

Principle 4

Your solution

Compare your solution with the solution of the experts

Step 1 - Identify & select colleagues who are experts on the current technology & the different applications on the market & gather as much information on our expertise about the current technology. Which opportunities & gaps exist that could be filled with new technology

Step 2 - Listen to the market (customers and prospects)

- 1) what do they need
- 2) what do they miss
- 3) which opportunities (markets, ...) & applications do they see for the

Step 1 - Define the problem & compose a team of colleagues who can help to look at the different options

- 1) define the problem & expectations of the CEO
- 2) identify the people who can help solve the problem & build a multidisciplinary team

Step 2 -

Case



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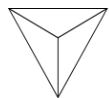
Innovation Development Plan

On an individual level (online)

- ❑ 1 assessment at the beginning of the training
- ❑ 1 year unlimited access to the training tool
- ❑ 1 assessment at the end of the training

On company or department level: in class sessions & workshops

- ✓ tailor- made program: project based, to be discussed
 - ❑ Innovation Maturity Audit (if needed): how ready are we as an organization for fast & efficient innovation
 - ❑ Inspiration sessions such as:
 - ❑ What is innovation?
 - ❑ How build & stimulate Innovation culture
 - ❑ ...
 - ❑ Training Sessions
 - ❑ How unleash creativity of our employees
 - ❑ How to create awareness & support for innovation projects?
 - ❑ How to implement new ideas into real life?
 - ❑ ...



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"A great guide and journey in learning which colleagues in our ICT-Team can take a quantum leap in our innovation initiatives."



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No organisation ever
created an innovation.
People innovate.
Not companies.

- Seth Godin



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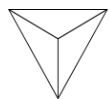
Cases & references



“With a minimum of resources I get a maximum of insights on how & with who we can accelerate our innovation.”



“INNDUCE.me delivers actionable insights to build strong innovation teams.”



Contact Information



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