



Bottom Line Innovation Associates, Inc.

We help organizations make innovation pay by treating Innovation as a *system* and not just a series of events. We offer training in creative thinking and innovation processes to your staff, and we can help your leaders learn how to *lead innovation* so that innovation becomes part of your culture. We offer coaching to leaders who want to achieve true mastery in leading innovation. Some of our clients include Hewlett Packard, DuPont, Dow Chemical, Sears Roebuck, PPG, The Smithsonian, Intel, and many others.

Why This Offering?

Even the best innovations will not make it to market by themselves. Systems and processes must be in place to make sure the innovation pipeline gets unclogged, and stays unclogged. Ineffective leader behavior as well as absent or broken organizational processes lead to pipeline clogging. We created this offering to effectively address this critical issue. Our strategy is to first define the underlying problems, then help you develop your own organizational capability to keep the innovation pipeline free-flowing, making efficient implementation of innovations a way of working.



The Consultants

Dr. Richard Tait earned his Ph.D in solid-state physics from Cornell and served Dupont for 22 years as Lab Director, Operations Manager, and Internal Consultant. He was the first Innovation Manager in DuPont's Center for Creativity & Innovation and led their New Product Network. He has implemented rapid cycle time development processes in numerous businesses - both inside and outside DuPont - and is a certified NPD Professional. Richard brings a wealth of practical, hands-on experience to his work with our client organizations.

Dr. Robin A. Karol is former Manager of DuPont Consulting Solutions, an internal business consulting group. She led the New Offering Development Process which installed a newly revised Innovation process for growth. She is a certified New Product Development Professional with the PDMA. At DuPont, she held many leadership positions in Virology Research, Clinical Diagnostics, and Quality Manager for Medical Imaging. Robin holds a Ph.D. in Biochemistry from SUNY Buffalo.

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Execution Excellence

Unclogging The Innovation Pipeline™ for Bottom Line Results

Targeted intervention to
speed time to market for
innovations



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The Problem: Good Ideas That Go Nowhere

Your company needs innovative products and processes. You respond with really great ideas, but most never get off the ground, and six months later, there is little to show for your effort; the pipeline is clogged. You have launched numerous initiatives for improved business processes but nothing of substance happens, leaving money on the table for your competition.

The Causes

The underlying causes of pipeline clogging are rooted in both **human** issues and **systems** issues. Among the human issues, there is poor job fit, no accountability, lack of leadership, experience and skill, and no path for individual leader development. Among the systems or process issues there is the absence of a disciplined implementation process, lack of a timely and effective audit system, and no overall plan for how the individual pieces fit together to make the pipeline flow.

The Solution

In *Unclogging the Innovation Pipeline*[™], we first understand the people and the systems issues that are blocking progress.

Next we help you develop and install effective leadership behaviors and organizational systems and processes. Specifically, we uncover the most important factors that are preventing progress. Next we develop a specific series of interventions that are engineered to clear away your unique roadblocks. Finally we build organizational capability, create and install effective systems, and celebrate your success.

1. Are great opportunities missed because your implementation processes are broken?
2. Would it be worth a focused effort to get your great idea implemented, leaving you with processes to ensure execution excellence?

Self Sufficiency

Our approach is to get you over the "energy barrier" so that you become self-sufficient in keeping execution processes running efficiently. We ensure that organizational roles and accountabilities are clear, that there is an effective system for allocating

resources, decision making is timely and unambiguous, and process ownership is strong and continuous.

"Unclogging the Innovation Pipeline" gave us powerful tools that are boosting execution performance like a rocket. We are doing things differently now, and it is really paying off."

... CEO Food Processing Company

Maintain The Flow Rate

The improvement process doesn't stop when we leave - *it continues on while you realize your ideas and programs*. We do that with a powerful solution built on top of MicroSoft Office and Project Manager that relieves you of 90% of the workload, and makes implementation planning and auditing a breeze. We also offer a longer term interventions to make sure your implementation pipeline continues to flow smoothly

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