



## Bottom Line Innovation Associates, Inc.

We help organizations develop Innovation as a core competency, and this work session, *Bottom Line Innovation*, is one of the major components. In addition, we offer training in creative thinking and innovation processes, and we can help your leaders learn how to *lead innovation* so that innovation becomes part of your culture. Our client list reads like the Fortune 100, including giants in chemicals, high tech, retailing, travel, foods, entertainment, financial services, and others areas.

All of our Associates are highly seasoned business executives who earned advanced degrees in such diverse fields as engineering, architecture, physics, organization development and chemistry.

Dr. Charles Prather, President, was the first manager of The DuPont Center for Creativity and Innovation, and helped design its offerings. He is a frequent keynote speaker and university lecturer. He has authored numerous articles, and his book, *Blueprints for Innovation*, was published by The American Management Association. Dr. Prather earned his Ph.D. in biochemistry from N.C. State University.



### What Our Clients Say:

"*Bottom Line Innovation* helped us create 'CapShare,' the first member in a new category of products. BLI helped our team move beyond traditional thinking to explore new and original ways to meet the needs of our customers."

Dr. Ross Allen, Project Manager  
Hewlett Packard, Palo Alto, CA

"*Bottom Line Innovation* changed the way we approach problems. It has become a key part of our Innovation Program which will shape our organization for years to come."

Dr. Barry Sudbury, Vice President, R&D  
The Clorox Company, Pleasanton, CA

"*Bottom Line Innovation* offered Sears a solid, results-oriented process that is delivering new revenue growth and will keep us ahead of the competition. Just one idea is producing over \$200 million in new revenue in appliances. We are now certified and licensed to conduct BLI workshops ourselves, increasing our scheduling flexibility and reducing our costs."

Lyle Heideman, President, Hardlines  
Sears Roebuck and Company  
Hoffman Estates, IL

## Bottom Line Innovation Associates, Inc.

1704 Fox Grape Lane, Suite 312  
Annapolis, MD 21401  
800-220-9375

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

(C) 2003 Bottom Line Innovation Associates, Inc.  
"Bottom Line Innovation" is a Registered Trademark of  
Bottom Line Innovation Associates, Inc.



## Application

# Bottom Line Innovation<sup>®</sup> for Bottom Line Results

Two-day work session to  
develop workable  
breakthrough solutions to  
critical problems or  
opportunities



**Bottom Line**  
**INNOVATION**  
**Associates**  
Improving the bottom line...*Innovatively*<sup>™</sup>

800-220-9375

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

## Bottom Line Innovation<sup>®</sup>

Bottom Line Innovation<sup>®</sup> (BLI) is a two-day work session which develops breakthrough, workable alternatives to solve business problems in R&D, manufacturing, or marketing in a team setting. You will develop powerful innovative alternatives to your challenges your competition has yet to conceive. People commit to take specific actions so that the work session is not just another activity - it leads to solid results!

### What kind of problems?

Any kind, such as discovering unarticulated needs of your customers, developing new products, reducing cost, entering new markets, developing new technology, developing strategic plans, and resolving organizational issues. Bottom Line Innovation<sup>®</sup> helps teams: (1) define the right opportunity or problem, (2) develop breakthrough alternatives, and (3) begins the process of planning for implementation which helps people follow through to take action. BLI also builds stronger, more cohesive teams as they collaboratively solve tough problems and develop implementation plans.

### Who can participate?

Anyone can participate. We encourage diversity in participants since great ideas can come from anywhere. People are often not viewed as innovative at work for a variety of reasons. However, during a BLI work session we set the environment and give participants the tools and know-how to think "outside the box." Participants will surprise themselves, learn, and have fun too.

1. Think of your toughest and most critical challenge.
2. Are you making satisfactory progress?
3. Would it be worth two days to find breakthrough yet workable solutions?

### When should we use BLI?

Use BLI **only** when all of the following criteria are met:

- (1) The problem is critically important and cannot be ignored,

- (2) The 'low-hanging fruit' has been picked and there are no easy or obvious solutions,
- (3) The participants are personally committed to solving the problem,
- (4) The leader must participate ("the bandit must be on the train"), and
- (5) The problem is specific enough that metrics can be applied and progress audited.

### How can we give BLI a try?

You can give Bottom Line Innovation<sup>®</sup> a try by selecting a team with a problem meeting all five of the criteria above, and running a "pilot" BLI work session to demonstrate its value. Call us to discuss the possibilities.

### Can we run BLI ourselves?

Yes. We offer corporate licenses and train and certify your internal facilitators to run Bottom Line Innovation<sup>®</sup> work sessions. You can then run BLI work sessions internally, including your customers or vendors so long as there is a common business purpose. Call 800-220-9375 for more information.

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