

A space shuttle, likely the Space Shuttle Columbia, is shown from a low-angle perspective, ascending vertically against a bright, cloudy sky. The orbiter is white with black thermal tiles on the underside. It is attached to a large red external tank and two white solid rocket boosters. The shuttle is centered in the frame.

MARTIN MANAGEMENT
INNOVATION SOLUTIONS
2018 OVERVIEW

Overview: Innovation Solutions 2018

Innovation Solutions on 5 Levels

00 Innovation Strategy / Engagement in Innovation

01 Internal Innovation Team

02 Internal Innovation HUB

03 Remote Collaboration Solutions / International Collaboration in Innovation

04 Innovation Culture



Innovation Strategy / Engagement in Innovation

OO Mission / Vision Definition

Innovation Strategy Definition

Value proposition

- **Definition of Innovation Strategy, Organizational Planning of Investments in Innovation**

Possibility of Collaboration / Our solutions

- **Definition of Innovation Strategy**
 1. Analysis of Status Quo
 2. Exploration of Innovation Engagement Possibilities
 3. Definition of Vision (Roadmap)
- **Management Workshops on the following Topics:**
 1. Innovation Organization
 2. Engagement in Innovation Ventures
 3. Innovation Culture
- **Coaching for Executives: Knowledge Transfer to Individuals and Boardmembers**
 - Human Centered Innovation Process & Management
 - Coaching in Organization, Planning and Decision in Innovation Processes



01

Internal Innovation Team

01 Internal Innovation Team

Responsible for Innovation-related Business

Value proposition

- **Internal Innovation Team that takes care of:**

Internal Management and Guidance of Innovation Initiatives

Process Facilitation from Ideation to Implementation

Department Independent Innovation Process

Possibility of Collaboration / Our solutions

- **Building of internal Innovation Team:**

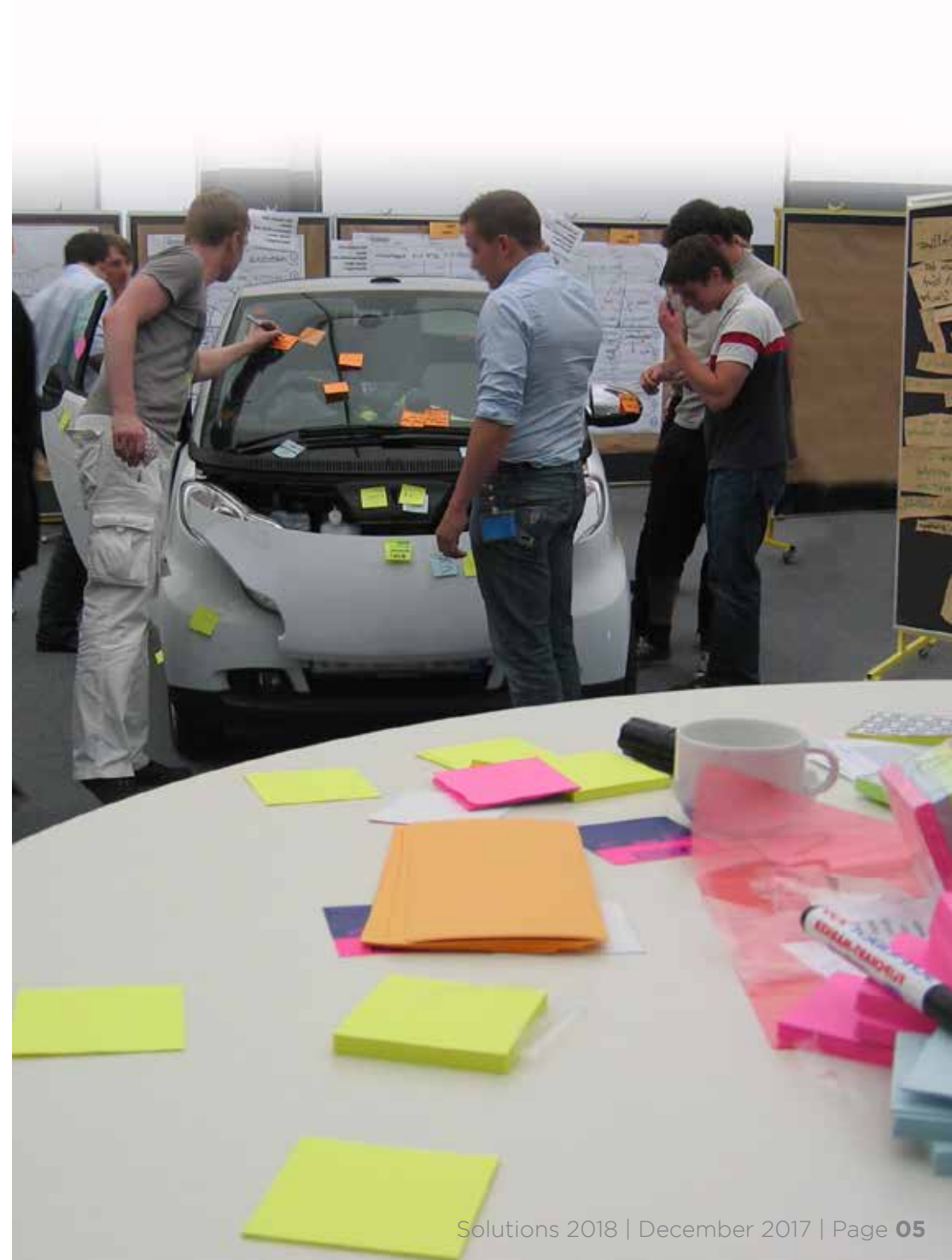
Selection and Building of the Right People as Internal Innovation Core Team.

- **Coaching of Teams & Responsibilities: Knowledge Transfer to Individuals and Team**

1. Methodology of Creative Process
2. Facilitation of Workshops
3. Process management (Before, During and After)

The used process:

Human Centered Design thinking Process that enables a Team to develop new and disruptive Ideas and Concepts. From Analysis to Implementation.



01 Coaching / Workshops

on the following topics

Value proposition

Coaching

- Management and Innovation Process Facilitation Knowledge for entire Teams
- Knowledge Transfer to Individuals and Teams

Workshop

- Workshop Facilitation for up to 70 People

Topics

- **Business Model Innovation**
- **Product Innovation**
- **HR Innovation**
- **Service Innovation**



02

Internal Innovation HUB

02 Building of an Internal Innovation HUB

Planning & Establishment of Centralized Innovation

Value proposition

Internal Innovation HUB, that continuously runs the Innovation Process. HUB that acts as Interface between all Departments. (HR Innovation, Product Innovation, Business Model Innovation etc.) all organized centrally.

Possibility of Collaboration / Our solutions

- **Planning of Centralized Innovation Management (HUB)**
- **Building & Establishment of Room with Infrastructure (HUB), equipped with Technology and Facilitators that take care of Internal Innovation Initiatives.**
- **Organizational Planning:**
 - Knowledge about Running of Initiatives and constant Organization of Innovation. HUB. Tasks & Daily Business Planning
- **Know- How transfer to Facilitation Experts, Responsibles & Teams**
 1. Coaching in Methodology and Human Centered Innovation Process
 2. Coaching & Training in Workshop Preparation and Facilitation Knowledge



02 Coaching & Training of Responsibles

in the existing Innovation Department & Resources

Value proposition

Increase the Learning Curve of the existing Innovation Department and Responsibles, due to our Experience of 20 Years in Internal Innovation.

Possibility of Collaboration / Our solutions

- **Coaching and Training of Responsibles**

Increase their learning curve and save them years of Experimenting as we have tried nearly everything and know what works and does not from our Experience of 20 years in Internal Innovation.

Duration: 2 days up to 2 weeks

Content of training:

1. Analysis of Status Quo
2. Coaching in Methodology and Human Centered Innovation Process
3. Coaching in Workshop Preparation and Facilitation Knowledge



03

Remote Collaboration Solutions / International Collaboration in Innovation

03 Support for Remote Location Collaboration

Planning and Implementation of System for Enhanced Collaboration in Innovation

Value proposition

Establishment of Rooms & Infrastructure (HUB & Satellite) equipped with Technology and Facilitators that take care of Collaboration across different Locations.

Possibility of Collaboration / Our solutions

- **Planning and establishment of rooms equipped with technology and facilitators that take care of collaboration across geographically separated Locations.**
- **Technology support:**
 - Finding and implementing the right technology to maximize Efficiency and Exchange
- **Coaching of involved people:**
 1. Coaching in Methodology and Human Centered Innovation Process
 2. Coaching & Training in Workshop Preparation and Facilitation Knowledge.



04 Innovation Culture

04 Exploration of Innovation Culture

Initial Workshop

Value proposition

- Individualized Roadmap for the Establishment of an Innovation Culture.
- Involve employees into self initiative in innovation processes
- Implementing a **startup mindset** within organization.

Possibility of Collaboration / Our solutions

- **Initial workshop** to find out:
 1. Analysis of status quo (Current cultural situation)
 2. Definition of the optimal stage (What do we want to reach)
 3. How far away are we from the optimum, and how can we reach it. (Structural planning)
- **Outcome: ROAD MAP** to establishing an innovation culture



Contact us



Seestrasse 200
8267 Berlingen
Switzerland
contact@martin-management.ch
www.martin-management.ch



PROF. ERIK SCHNEIDER
Partner

e.schneider@martin-management.ch
+49 178 475 32 86



DANIEL MARTIN ROGG
Managing Partner

d.rogg@martin-management.ch
+41 79 363 20 35