

Systematic involvement of stakeholders coupled with an experienced moderator is a key to successful innovation. This can help you and your employees to break with conventional ways of thinking.



Consulting Development Integration

Innovation Days: Product and Service

Initial Situation

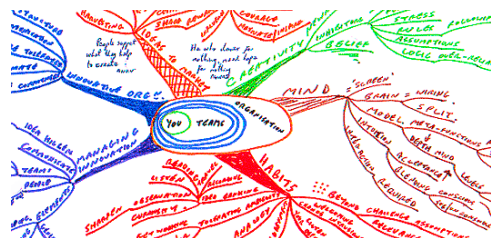
Your company always stays on the beaten track when it comes to product innovation. You suspect there is great potential out there but are unable to uncover it or tap into it. Innovations require excellent knowledge of the market, creative employees and a systematic approach. For new ideas to arise a company has to be willing to change, to let in fresh air, and to look at its business in new and unusual ways.

Thinking Outside the Box

Broad-based interdisciplinary brainstorming is an excellent way to generate promising product innovations. Besides drawing on solid expertise, companies and their employees have to look beyond the narrow confines of their own “boxes” and proceed methodically.

Asking the following questions could help you and your employees to break with conventional ways of thinking:

- What creates market requirements?



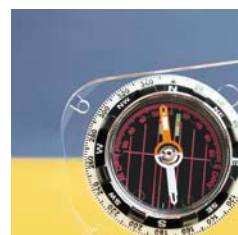
- Are you meeting current requirements/do you question the ones you are meeting?
- Are there synergies between the needs of the different markets?
- Are you aware of the mega-trends and regular trends in your industry?
- Are there analogies you could draw with other industries?

Implementation

Incorporating new technologies and approaches from other industries is essential. A select team of employees guided by an experienced moderator and supported by Zühlke specialists from select departments makes all this possible. Thinking outside the box becomes possible. Instead of setting limits, your expertise becomes your point of departure.

Your Benefits

- You leverage your own powers of innovation by strengthening your innovation team.
- A structured, methodical approach guided by an external moderator helps to generate new ideas.
- You concentrate on generating new ideas while Zühlke methodically guides the process.
- You are able to utilize the chances and capabilities of technologies from other industrial sectors drawing on Zühlke’s intersectoral know-how.
- With its interdisciplinary knowledge of software, electronics, mechanics, design and business engineering, Zühlke brings all the required areas of expertise to the table.



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Contact us – you will profit from our external view, combined with the experience from a lot of projects in your sector and many others.