

DECODE'S INNOVATION ENGINE™

A powerful 1-3 day workshop to **transform** the culture, products & services of your organization.



LEVERAGING THE POWER OF LIFESTAGE, GENERATIONAL INSIGHTS AND COLLABORATIVE PROBLEM SOLVING

DECODE: POWERED BY DEEPER KNOWLEDGE OF YOUNG GENERATIONS

We don't believe in blue-sky brainstorming.

We know that in order for innovation to survive and reach its full potential, it needs to work within existing and often critical parameters. Identifying and testing these parameters with the right stakeholders is an essential step for future engagement and focus

DECODE offers:

- + Collaborative strategy design with internal stakeholders
- + Unparalleled knowledge of LifeStage segmentation
- + Our network of DECODERS
(young people to problem solve with)

Every strategy has to start with a great opportunity at its core; in this case, one that involves a range of young people, including students, young adults and young families.

DECODE builds the best innovation team made up of DECODERS and recruits from your organization; we prepare them well, then feed them into our time-tested Innovation Engine™. Insightful, hardworking concepts emerge. DECODE continues to bring strategy to life through recommendations, dissemination, integration, launch and evaluation.

DECODE's Innovation Engine™ is a proven process that brings together key audiences to generate hundreds of ideas, which are then distilled into well-defined strategic concepts. This DECODE process has been used many times with amazing results. For the project, we will recruit participants based on your needs, including new and current employees, and their managers to participate in a 1-3 day interactive workshop.

The Innovation Engine™ at a Glance

- 1. Setting the Parameters:** We will conduct interviews with all stakeholders. In addition to better understanding and confirming parameters, interviews will complete a capabilities assessment for your organization.
- 2. Building the LifeStage Team:** Teams will be made up with a mix of DECODERS, appropriate employees, representatives from your organization, and if appropriate - LifeStage consumers.
- 3. Preparing the Team:** A combination of techniques, including peer-to-peer interviews, mystery shopping and Online Discussion will prepare the team to be comfortable and innovative with each other.
- 4. Concept Building:** The creative process will depend on needs, but generally it involves a mix of one-on-one and group sessions to allow creativity to flourish in various settings. We need an array of viewpoints to establish the most effective concept implementation.
- 5. Concept Decisions:** DECODE sees its clients through to launch. We will be there to help with recommendations and recommendations and decisions that will affect change in your organization.

Contact DECODE

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DECODE is a global strategic consultancy, with 19 years of experience working with youth, young adults and young families. We decode what young people think, feel, want, need, believe in and aspire to guided by our in-depth knowledge of this population. Our expertise in uncovering fresh, relevant insights—using both traditional and pioneering methodologies—helps out clients. Since 1994, DECODE has completed over 500 projects with the world's leading businesses and governments.

