

GMS - Idea Discovery Workshop – Discovering a Company’s Needs Growth Management System (GMS)

Services	Deliverables
<ul style="list-style-type: none">GMS - Idea Discovery Workshop	<ul style="list-style-type: none">Up to an 8 hour workshop for up to 20 participants.

Discovering which ideas make the most sense for YOU!

Idea Discovery Workshop

This 1-2 day facilitated workshop answers the questions, “What’s in it for the company?” Just because the customer is asking for it doesn’t necessarily mean you should do it. This workshop takes participants through the understanding of the philosophy and tools necessary to answer the question, “why is this idea important to the company?”

This interactive workshop will answer questions senior management will need to know prior to dedicating resources and ultimately answering which ideas will offer the most profits. By better understanding the magnitude of the idea and how it will affect the Company in the future, decisions can be made on WHAT should move toward development and what should not through a better understanding of the ROI (Return on Investment). This Workshop vets existing ideas and identifies a path for development through identifying and quantifying restrictions and obstacles that are in the way of efficient development.

Each participant will be taught how to document WHY an idea should be developed allowing the company to make educated decisions leading to what makes the most sense from a company’s perspective. A company will only be able to make a logical and healthy choice on which to spend resources if they know what is involved. This workshop dissects each idea to minimize surprises later down the road.

Upon completion participants will:

- Understand the importance of documenting WHY from a company’s perspective;
- Be introduced to stimulus mining to help participants research and uncover “unknowns” about the ideas to develop;
- Provide a true Return on Investment for each idea allowing the company to make good decisions regarding allocation of resources;
- Identify the difference between an obstacle and speed bump;
- Identify obstacles/speed bumps that potentially can stall or halt development;
- Develop an activity plan with activities that leads to success;
- Develop and prioritize short/long term ideas for growth with known obstacles/speed bumps for each; and
- Reduce the risk inherent in innovation by removing the emotion and guesswork of which ideas have customer benefits, credibility, and market differentiation vs. those that may appear to but fall short when put to the test.

