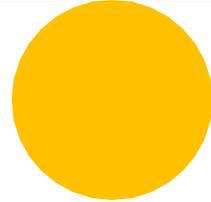


INGENIA TOUCH



Innovation, creativity, problem solving

Making the uncanny,
canny for everyone

Insourcing the
industrialisation of
original thought

The IngeniaTouch way!

The challenge

1. In a rapidly changing world, keeping ahead is only part of the challenge - and perhaps not the most important part. After all, you know your business well: where it's going, its future, and its potential.
2. Keeping connected with potential customers and clients - people and organisations who still don't know they need you, maybe even haven't *heard* of you - is, however, a rolling, persistent, and enduring fact of life. You know what you do - the question is, do they? More importantly, do they want to?
 1. They're busy, and bombarded with thousands of messages like yours per month.
 2. They are looking to be both innovated *and* reassured at the same time.
 3. They're interested in the *uncanny*, but can't afford to be seen as *not* canny.

The idea

1. Having great ideas is a great idea in itself. No modern business can operate resiliently, with a long-term and effective future in front of it, if it doesn't - in some way - have access to inhouse ideas-people, who understand, live, and breathe profoundly their organisation's culture, product, services and essential mission.
2. In the 21st century, ideas are the lifeblood of the body business. Without a mechanism, well tested and reliable, and internal to the organisation in question, the future will recede, and the competition will advance.
3. There are three ways of constructing this mechanism:
 1. Buy in the talent as and when, as a short-term fix.
 2. Have a small ideas department, where a limited number of extremely creative people deliver on the medium-term needs and focus of the organisation.
 3. Inhouse the industrialisation of original thought, to satisfy the needs of both the predictable and impossible to predict.

The advantages and challenges of the three alternatives:

1. expensive short-term fixes

1. Buy in the talent as and when, as a short-term fix.

- To use a footballing analogy, when the manager ain't too sure what to do for the rest of the season, they may ask the Board to stump up a large sum of cash so a star striker from outside can quickly be drafted in.
 - Advantage: can work miracles in a very short space of time
 - Disadvantage: is very expensive, and such players are prone to leave as easily as they arrive
 - Disadvantage: egos are promoted at the expense of resilient and creative teamwork that often punches way above its apparent weight, when given the opportunity and environment
 - Disadvantage: the organic growth and connection with fans and other players doesn't exist, and probably never will

2. Have a small ideas department, where a limited number of extremely creative people deliver on the medium-term needs and focus of the organisation.

3. Inhouse the industrialisation of original thought, to satisfy the needs of both the predictable and impossible to predict.

The advantages and challenges of the three alternatives:

2. cost-effective medium-term teams

1. Buy in the talent as and when, as a short-term fix.
2. Have a small ideas department, where a limited number of extremely creative people deliver on the medium-term needs and focus of the organisation.
 - To continue with the footballing analogy, star players are positioned on one part of the field - generally as midfield supremos and creative engines of everything that happens - to ensure both initial team generosity and medium-term productivity.
 - Advantage: less expensive than the first option, and the sum of the parts can be far more attractive than individuals working by themselves or in smaller numbers
 - Advantage: there is far more engagement and understanding of the organisational culture - and therefore of many other opportunities for extremely productive change, perhaps undiscovered even by the organisation itself as yet
 - Disadvantage: a carefully constructed team can stumble seriously if one or two members leave and need to be replaced, so leading to key disruptions in extremely high-profile activities
 - Disadvantage: cost to the organisation is still appreciable, and up- and downscaling during economic growth and downturn is very difficult to do efficiently, without breaking up the organically and medium-term developed ways of thinking and understanding what other creatives within the organisation perceive and believe best
3. Inhouse the industrialisation of original thought, to satisfy the needs of both the predictable and impossible to predict.

The advantages and challenges of the three alternatives:

3. the industrialisation of original thought

1. Buy in the talent as and when, as a short-term fix.
2. Have a small ideas department, where a limited number of extremely creative people deliver on the medium-term needs and focus of the organisation.
3. **Inhouse the industrialisation of original thought, to satisfy the needs of both the predictable and impossible to predict.**
 - Industrialising original thought the IngeniaTouch way has a number of significant advantages.
 - Advantage: process is harnessed to producing sustainable, guaranteeable, carefully phased and extremely tangible products and services from Day 1. In such processes, no customer or client will ever feel that they are being charged for something whose impact will be seen only months or years later
 - Advantage: all the skillsets employed will produce focused discovery of organisational behaviours, communication styles, internal and external image, and representation. All this discovery is transferable to the customer or client in confidential and creative ways, leading to improvements in efficiency, productivity, and patentable ideas.
 - Advantage: the industrialisation of original thought doesn't mean the automation of processes, but the construction of a framework always under the control of human beings, human creativity, and the discovery that only comes from a highly professionalised and focussed intuition and experience. Such industrialisation does, however, guarantee the persistence, resilience and permanence of the learning acquired, the discovery delivered, and the original thought produced.

The advantages of industrialising original thought

By inhousing, onsite and remotely, your original thought - with clear aims, goals, timescales, and outcomes - in order that you can make the uncanny, always canny for your customers and clients, you become far better prepared to not only continue:

- **innovating**; but also
- **never leaving your customer or client organisation unclear as to how your brand-new product or service is what they need**

The advantages of
industrialising original thought

Original thought, developed in the IngeniaTouch way,
**produces tangible results, products, and services from
Day 1.**

Every stage of the discovery process **delivers a tangible
product in exchange for the learning and thinking taking
place.**

The advantages of industrialising original thought

At no time will the customer or client feel they are paying for something whose reality or value is uncertain, unclear, obscure or, indeed, *uncanny* for them.

The advantages of industrialising original thought

At the same time, you will learn how to
communicate better with your customers or clients -
not only whilst IngeniaTouch does the thinking
in collaboration with you ...

The advantages of
industrialising original thought

... but long after your encounter
with the process discussed in this presentation,
and into a much more
sustainable, resilient and proactive future.

Making the uncanny, canny for everyone

Insourcing the industrialisation
of original thought

The IngeniaTouch way

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