

## The STEERING WHEEL for innovation teams

*Continuous insights into how teams perform, innovation results within 6 months*

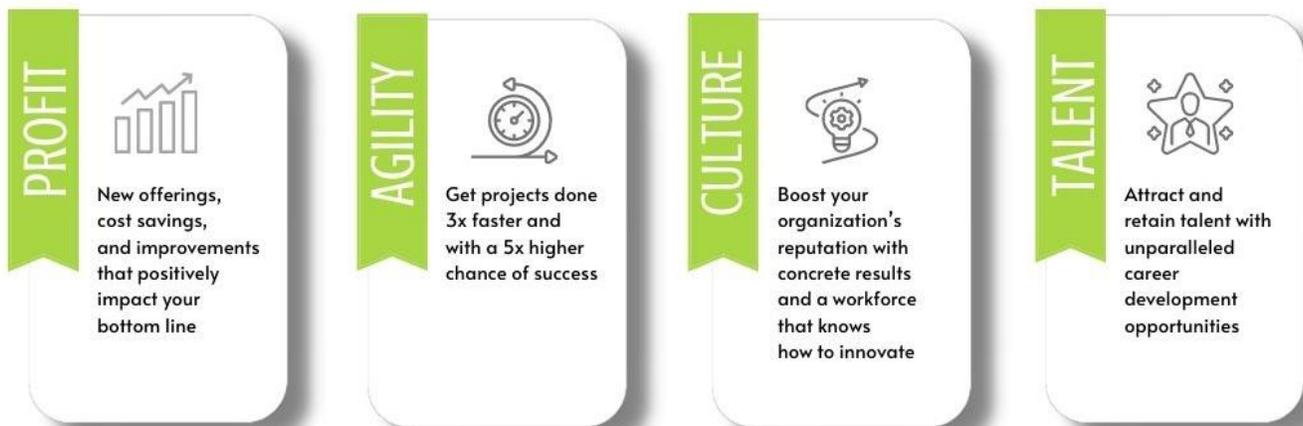
The STEERING WHEEL is designed to guide teams through the innovation process.

Because the platform does the heavy lifting, the STEERING WHEEL makes it easy for innovation teams and facilitators to learn the ropes while doing.

The tailored bite-size modules a team will find on their innovation journey cover topics like **Customer Discovery, Lean Startup, Design Thinking, Agile, Jobs-To-Be-Done, Discovery Driven Planning, Reverse Income Statement, Affordable Loss, and Innovation Project Management.**

## The Steering Wheel

Drive Innovation Results



Organizing4Innovation offers four different kinds of programs. PROGRAM and DRIVE are for organizations that would like us to facilitate their teams. ACADEMY and LICENSE are for organizations that plan to facilitate their own teams on the platform.



## START

2 weeks: Clarity



## VALIDATE

12 weeks: Buy-in



## TRANSFORM

Month 6: Celebrate

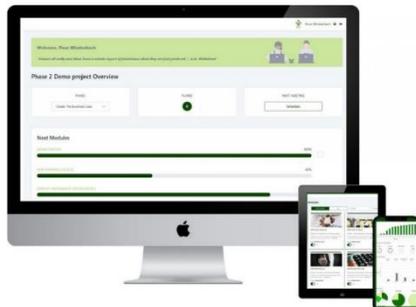


## SCALE

Maximize the return on investment

- **START:** Within the first 2 weeks  
A project description that brings clarity on what the project entails
- **VALIDATE** Within 12 weeks  
The business case that explains why now is the best time to take action, what the team will deliver, and how
- **TRANSFORM** Within 6 months  
The first results
- **SCALE** After 6 months  
Scale successful solutions to maximize the return on investment

The “Do, while learning” approach enables innovation teams, facilitators, and managers to learn quickly, get to work immediately, deliver concrete outcomes within 6 months, drive innovation results, and to create an affordable & sustainable innovation culture.



CONTACT us for a DEMO

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*“The difference between night and day” -  
Innovation committee member*

*“After 9 years of trying, the program helped us  
to get the data and facts needed to convince the  
partnership of this \$1M investment in 16  
weeks” - Partner, law firm*

*“The program saved us from wasting \$200k on  
a product that nobody would have wanted”  
COO, Solar firm*

*See [our cases](#) for more client stories*