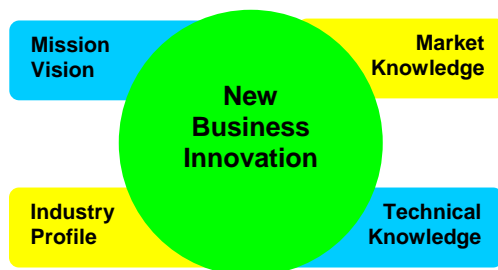




Don't Wait to Innovate!

Many companies begin with a small group of individuals developing a new product or service and taking the initial risk to go into business. They succeed! Then they hire and move their best people to the challenges and rewards of pursuing sales and market share. Certainly, the daily business of marketing and expanding capacity requires persistence and creativity, but what happens to that entrepreneurial spirit that started the business? That original business idea will not last forever. Innovation doesn't always require lab coats and R&D departments, but it does require investment and a desire to return to the spirit that created your business.

We can help you rebuild that innovative environment. We help you make a commitment to consistently gather a small group of diverse individuals together to develop new business concepts in a creative and structured way. People who were a part of the original business launch are ideal, but diversity and outside perspective are also important.



"The intellect has little to do on the road to discovery. There comes a leap in consciousness, call it intuition or what you will, and the solution comes to you and you don't know how or why." Albert Einstein.

What Einstein didn't say is how much he immersed himself in the astrophysics and astronomy of his time. Making a "leap in consciousness" still requires a strong foundation from which to leap. Your new business and product concepts will emerge from a well-rounded knowledge base.

- **Mission, Vision and Values** provide the focus and direction for all of your business efforts – especially in the pursuit of new ideas. You need to be creative, but creativity without discipline results in chaos and a waste of valuable resources. If you don't already have a Mission and Vision statement, we can help you develop one.
- **Industry Profile** is the your own company's history set against the history of your industry including past innovations, standards and regulations, patents, and competition. We can help you write your company's history in the context of your industry, which provides valuable insights into the pace of innovation and opportunities, as well as, known constraints.
- **Market Knowledge** or what your customers know is an indispensable part of innovation. Their current needs are what brought you this far, but surprisingly they don't always know what their new needs will be. Involve your customers and keep the relationships open and interactive.
- **Technical Knowledge** is a rich source of new ideas with potential sources from other industries. We can help you draw upon outside experts in the markets you're exploring.

Keep Innovation Alive. Keeping innovation alive is not as difficult as you think – we can help you find that next successful product or service. Why not start today?

Doug Keeports helps companies innovate and manage uncertainty. He was the former VP of Engineering for a medium sized manufacturer in the Pittsburgh area. He is currently a resource partner with **InterLINK Management Consulting**, a Pittsburgh based group that develops sustainable leadership skills and integrated management solutions for small to medium sized organizations. Learn more at www.interLINKbusiness.com or contact Doug directly at dkeeports@adelphia.net.