



f

From Ideation to Implementation

Successful Activation of Innovation

Duration:

1 day

Preparation Time:

3 weeks

Team:

2 diffriends
clients

Contact:

Marion Schumann

(Senior Manager Corporate Marketing)

☎ 030 6953 740

@marion.schumann@different.de

Known and feared by many innovation experts: the gap between hype in the niche and actual relevance among the broad public - the "Death Valley of Innovation". The point that many of you know as a deep bend in the course of the Gartner Hype Cycle and at which point many innovations fail: the leap into the broad relevance. What is the reason behind this?

The magical space of possibilities that many companies see in artificial intelligence, data and robotics is more like a chamber of secrets in the eyes of ordinary people. Most innovations fail not because they are technically infeasible, but rather because they are humanly infeasible.

- What can we do to make it easier for the broad mass of people to adopt and live with technology-based innovations?
- What does a company have to do to leave the Innovation Death Valley as quickly as possible?

Our white paper "Beyond the Death Valley" is a systematization and checklist, which will help companies to bring more efficiency into their innovation processes, by keeping the implementation consistently in mind from the first moment of the ideation. For this we use four very specific activation levers systematically: Ego, Empathy, Engineering and Energy.



What you can expect:

INSPIRING INPUT

We introduce you to the four activation levers and their attributes, our mindset behind them and a variety of inspiring best practices.

LIVE AUDIT

You bring one of your current innovation projects with you, and we will put it to test and have it undergo the Death Valley Check.

CONCRETE NEXT STEPS

With the help of concrete optimization steps we will increase the chance of a successful activation of your innovation project.

