

# New Product Ideas & Innovation Workshop

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*offered by Shellhammer Systems Inc.*

One of the most challenging tasks that organizations face today is prioritizing all the ideas they have for new or improved product and service offerings. The most innovative ideas may come from your own employees, your best customers or any number of external sources. Yet many organizations don't have formal ways of discussing and prioritizing these ideas so that the ones with the most market promise can quickly rise to the top.

In this workshop we work through your list of ideas and discuss various aspects of each idea to gain insight into its market potential. We'll talk about how easy (or hard) it would be for you to develop the idea and how long it might be before it starts generating a profit. From this initial analysis a few clear winners usually emerge and your organization can start doing the detailed analysis on these to determine the final priority among those top ideas.

We find it works best to break this workshop into 2 parts, usually over 2 days.

In the first half we work through a number of brainstorming activities for each idea:

- *Describe the problem that the idea solves in plain language*
- *Determine who specifically has the problem or will have the problem*
- *Detail scenarios to solve the problem*
- *Discuss the technical and operational elements of the solution to be built*

In the second half we dig into the rough cost / benefit aspects of each idea:

- *Is this something people will be willing to pay money for?*
- *How much will they pay for it?*
- *How much will it cost to develop, produce, sell & support?*
- *How well does it complement existing products and lines of business?*

At the end of the workshop we ask the group to do a "force ranking" of the ideas via a secret ballot and then sum up the rankings for a final score. In most cases there is a strong consensus on the order of the top ideas. The organization will now have a much clearer idea of what to develop further and what to leave on the shelf for now. The group will leave the workshop aligned behind the top ideas.

Give us a call for more details or if you would like to schedule a session for your organization.



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