

# IGNITE SESSION

An Ignite session helps your team fill your innovation pipeline with better ideas for profitable growth:

- New or improved products and services
- Partnerships, collaborations, acquisitions, or mergers
- New or modified business models
- Improved messaging and tactics for marketing and sales
- Operational improvements

*“Wow! I had no idea we could learn so much and immediately start innovating. We’ve tried this on our own in the past, but results weren’t great. But this program told us what we needed to know and helped us restart our innovation.”*

**Product Line Manager,  
Lawn and Garden Product Manufacturer**

*“The range of exercises and approaches were very helpful. We generated more than 50 ideas for growth, and we know how to evaluate them. I think we’re very comfortable taking this and running with it.”*

**President and Owner,  
Residential Product Manufacturer**

The session combines the best idea generation and innovation techniques that are proven to work across industries. Related stimulus exercises are generally used to lead to incremental and derivative innovations, while unrelated stimulus tends to produce new-to-the-world innovations.



## HOW IT WORKS:

Team-based idea generation involves three elements: stimulus, diversity, and fear.

$$\text{Innovation} = \frac{\text{Stimulus} \times \text{Diversity}}{\text{Fear}}$$



**Stimulus:** The input or insight that leads to a new idea. These are typically conversations, photos, videos, webpages, research publications, lectures—anything that provides a stimulus to the brain.



**Diversity:** The differences between people and how they think, perceive, process, and decide. Diversity increases the effectiveness of stimulus exponentially.



**Fear:** A feeling present in every situation and decision, and our task is to minimize fear through careful risk mitigation and change management.

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## WHAT TO EXPECT:

An Ignite session also teaches your team a simple and effective process for evaluating and optimizing your ideas to maximize the odds of success. The idea owner sharpens the idea and only sends you the best ones, and you ensure the ideas are right and ready for your organization. No more sifting through half-baked and unrealistic ideas that don't fit your strategy.

**The typical Ignite session results in 5-8 ideas per participant. And more participants means better outcomes.**

**P Pre-Planning Session:** SCMEP will initially meet with the client to discuss goals, needs, and constraints. They will also determine session participants.

**1 Day 1: Participants will learn:**

- Science behind successful innovation
- Areas and categories of innovation
- Proven exercises for generating ideas
- Most effective way to capture & record ideas
- Best method for evaluating & prioritizing ideas
- Streamlined approach for taking next steps

**2 Day 2: Participants will:**

- Review the science and tools
- Generate more ideas
- Evaluate the quality & suitability of ideas
- Discuss incorporating ideation into existing business processes