



Innovation PowerHouse
i2F: Innovate to the Future
Innovators' Field Guide



THE INNOVATION CENTER



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**is your organization
trapped in a spin-cycle?**



**In a turbulent world of change,
the right questions are more
important than the answers**

Today, your organization's success depends on your ability to continually think, rethink and reinvent your strategies, models, structures, systems, and outside relationships—quickly and effectively.

It hasn't been enough to sprint faster, run longer, or take more efficient strides. Every day, the bar is raised as unexpected new players challenge your position, and customer demands change the rules. You need to adapt to stay in the game. **Solutions seem elusive.**

Sure, your team is skilled at adjusting last year's strategy, but...

**Are you ready to truly
discover and launch
your organization's future?**



**some problems
never seem to go away**



Moving beyond the easy, obvious answers requires an efficient, thoughtful process

Often, answers to an organization's strategic challenges lie dormant—unrecognized, or stored in a way that denies meaningful access.

Our proven **Innovate to the Future** method will provide you with the confidence and clarity to validate your strategy, and explore new, profitable directions—leveraging your existing assets.

Through the i2F process, you'll rapidly understand potential threats and opportunities, clarify your choices, plan concrete actions, and inspire your team and others to own and achieve the planned outcomes.



i2F is the best tool to solve problems for tasks that:

- do not lend themselves to conventional responses
- are challenging, complex, or ambiguous
- demand collaboration among various stakeholders
- require both social and technological innovations
- an organization has no direct experience with

identify & validate your strategies with confidence and clarity



i2F is an immersive, interactive, no-holds-barred journey to surprising, new solutions

Our i2F team leads and coaches your group through a creative process that will revolutionize the way you attack problems and develop new solutions. Your i2F team is matched to your specific journey— leading to diverse perspectives and illuminating unseen opportunities.

Based on years of solid, proven behavioral science, each i2F session blends innovative techniques with carefully selected exercises and tools, including compelling audio and video material. This optimizes precious event time, keeps participants entertained, engaged, and thinking— accelerating and intensifying your experience.

Classic Brain Calisthenic: Connect the 9 dots below by drawing only 4 straight lines— without lifting your pencil from the paper or retracing any lines. See the answers and explanations at www.innovationCenter.org/ibox



The i2F process:

- 1 Research** forms our event plan, agenda, and tools
- 2 Baseline** Rapid description and agreement on the status quo
- 3 Paradigms** Identify beliefs held by your organization, industry, customers, audience, and world
- 4 The Future** What's expected to happen in a perfect world, sans wrinkles
- 5 Wildcards** Consider disruptions to a projected straight-line future
- 6 Shake & Bake** Digest wildcard discussions, and discover the possible futures— get a “blinding glimpse of the obvious” generally overlooked by simple brainstorming



- 7 Launch the Future** Distilling alternatives into a sustainable action plan

discover & launch the future of your organization



INNOVATE TO THE FUTURE

**By innovating to the future,
you will:**

- Revolutionize the way your organization attacks problems and develop fresh, new solutions
- Uncover game-changing business models and strategy
- Ask the right questions and get better results
- Consider factors which may alter the basis on which you compete
- Look where your competitors aren't—by identifying early trends that are still largely unnoticed
- Understand how to live inside your customer's skin
- Build your leadership team's confidence to challenge business and industry norms
- Collaborate and inspire your group to reach consensus about the future and the best actions to take



Since 1990, the Innovation Center has served as a valuable support center for entrepreneurs, established companies, nonprofits, and government—guiding leaders to discover and

launch the future of their organization through creativity and innovation.

The Innovation Center is a 501(c)3 non-profit corporation. We offer organizational learning and change strategies combined with world-class industry and functional expertise.



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