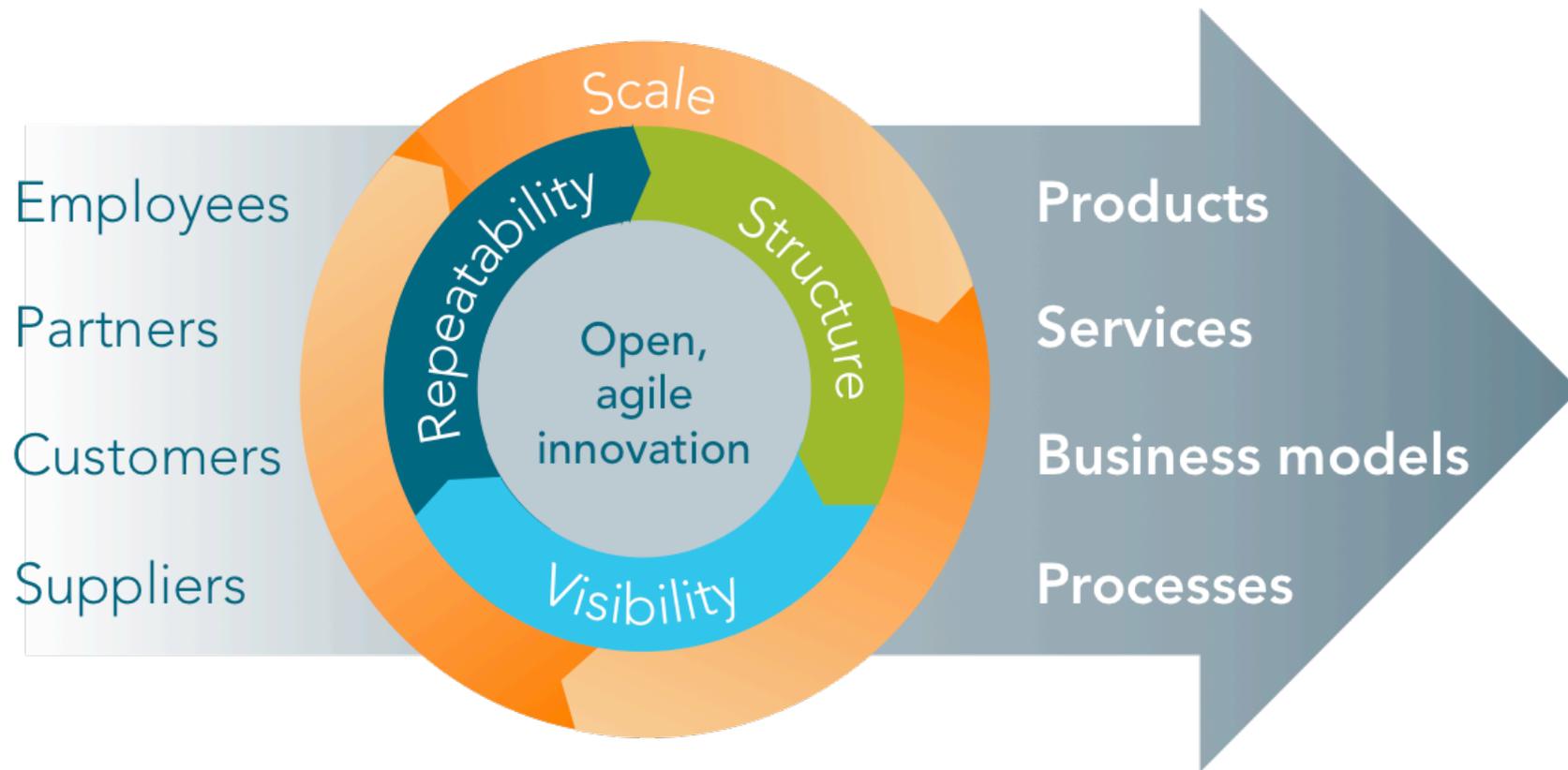




**Ideas are easy.  
Can you turn them into value?**

**Everyone wants to talk about innovation. Doing it successfully in *your organisation* is much harder.**

For decades, most organisations tried to drive innovation in just one way: by building internal R&D teams. This isn't enough any more. Markets move fast. Barriers to innovation are lower than they've ever been. Your competitors are more agile. As Sun Microsystems' co-founder Bill Joy famously said: Most of the smartest people work for someone else.



Your business needs a new approach to enabling innovation, reaching out to engage new audiences both inside and outside your business, and employing a more structured, more transparent and, above all, more scalable way of identifying and enabling innovative opportunities around products, services, business models and processes.

# Introducing Innovation Services from MWD Advisors.

*“Our benchmark assessment got straight to the point. The assessment confirmed that we're heading in the right direction, but also prompted us to put additional management focus in some areas.*

*The recommendations in our report are actually a great representation of what we have to focus on next, and are written in a way that all our stakeholders can understand.” – Maersk Line*

At MWD Advisors, we have 12 years' experience of researching and advising on how digital technologies change the ways that businesses and organisations work and deliver value. We help our community of over 7,000 technology and innovation professionals every day.

We can help you – whether you want a one-off project to kick-start or correct your innovation initiative, or whether you want ongoing support.

## PROJECTS

Executive education

Readiness assessment

Technology and partner selection

Capability benchmarking

## SUBSCRIPTIONS

Insights Concierge Service

Core Research & Advisory Service



### Here's how projects from MWD Advisors can help.

#### Executive education

Shaped around your own stated needs and priorities, we'll come to you and deliver a highly focused orientation session with no fluff. This will give you and your colleagues a clear, no-nonsense understanding of the innovation opportunities and challenges, the key operational capabilities you'll need, projects to run and pitfalls associated with innovation – all in the context of your business and its strategies.

#### Readiness assessment

This is the quickest way to get a thoroughly independent perspective on your organisation's readiness to invest in – and get value from – an innovation capability. Working from a set of in-depth interviews with your team and other key stakeholders in your organisation, we'll show you your strengths and weaknesses in terms of your readiness to invest and deliver, as well as the steps you need to take to minimise your risk and maximise your investment return.

#### Technology and partner selection

We take you from early-stage market exploration to an independently-validated vendor/partner shortlist that you can quickly take to the RFP/RFQ process. We'll work with you to understand your current goals, requirements, constraints and capabilities, and will then suggest a shortlist in a crisp, clear draft recommendations report.

#### In-depth capability benchmarking

Using our online innovation benchmarking tool, you can self-assess your own capabilities against those of other organisations and quickly get a set of personalised recommendations to help you improve. But it's valuable to go deeper – and have independent experts spend time with you to carry out a benchmarking assessment in person. In our standard engagement, we visit your site and do just this. The output is a 360-degree capability benchmark, and a unique Action Plan which will give you clear guidance and recommendations for improving your capability.

### Find out more

How would you benefit from independent, practical innovation insight that's truly tailored to your organisation and its priorities?

For more detail and pricing, contact Victoria Kyle: [sales@mwdadvisors.com](mailto:sales@mwdadvisors.com)