



## PROCESS UNLOCKS BUSINESS INNOVATION

While everyone in business recognises that innovation can help save time and money, and provide a competitive advantage to grow and adapt in the marketplace, few organisations actually embrace the approach.

Most fail to incorporate innovation into their planning, and fewer still have the skills or experience to lead innovation should they decide to pursue it. When innovation is attempted, it is often done as a one-off, rather than an ongoing activity.

“Innovation doesn’t happen by magic,” says Lance Orsmond, founder and chief executive of Innovation Tank, Australasia’s only dedicated and purpose-built idea-generation organisation.

“We’ve developed a highly effective seven-step process that can be applied to any business, any process or any challenge,” he adds.

The seven-step Innovation Tank process encourages fresh thinking by clarifying the challenges and opportunities, identifying causes and bottlenecks and encouraging ‘out of the box’ suggestions in a non-judgemental process that disrupts current thinking.

Run at a custom-designed, high-tech Sydney facility, the intensive Innovation Tank process has been used by some of Australia’s leading organisations to achieve outcomes that would not have been possible elsewhere.

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Orsmond cites Perth Airport as a prime example. The operators are currently in the throes of a large-scale overhaul of all customer-facing activities after a series of Innovation Tank sessions, and Perth Airport Chief Executive Officer Brad Geatches is emphatic that the changes would not have been possible without the Innovation Tank process.

“Our staff and stakeholders have contributed to changes in every single customer touchpoint, improving efficiencies, boosting morale and customer satisfaction,” he says.



# INNOVATION TANK IN ACTION



## *When the ideas flow...*

### Some of the outcomes of Innovation Tank sessions include:

- Supercharged the strategic relationship between a major logistics supplier and a leading bank
- Developed strategies to boost the profile of a profession across industries
- Developed and designed a “Supplier Olympics” program to boost supplier performance
- Optimised supply chain costs via the creation of an open market place
- Developed a new disruptive credit card
- Innovated the use of sporting match data for NRL winners
- Designed and developed an end to end customer experience framework
- Developed a disruptive sales transformation program and story
- Optimised a team structure and value proposition
- Developed an app for loading commercial aircrafts

To date, Innovation Tank processes have been fine-tuned to enable organisations to develop new products and services, improve customer value and supplier value and to boost internal collaboration and teamwork.

“We’ve had a major bank use the Innovation Tank to develop a new credit card offering, while another client brought in a key supplier for its sessions and together transformed their relationship and interactions to create a lasting win-win.”

Orsmond says all Innovation Tank processes begin with a structured preparation regime involving key stakeholders and external experts on the Innovation Tank Board.

“By the time we get together in the room, all the elements are in place and we can maximise the use of time to clearly identify challenges, opportunities, risks and impediments”.

Most sessions can be wrapped up in one or two days, but Innovation Tank’s service doesn’t end there. Orsmond’s team documents all the discussions and whiteboarding, using voice recordings, photos and videos – and catalogues the strategy and roadmap that emerge.

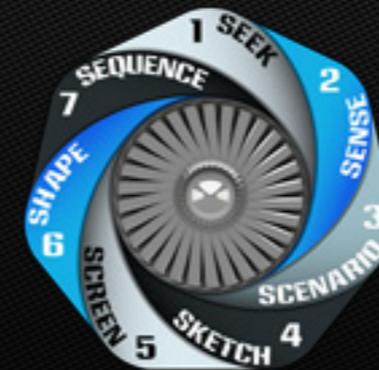
Where necessary, sister company Mobilytics can be called in to develop special apps that help with implementation and ongoing monitoring.

At Perth, for example, Mobilytics developed a range of tools that allow Airport authorities to monitor customer interaction and to quickly make changes to address any issues that are discovered.

“It’s all very well having great ideas, but they have to be successfully implemented and constantly monitored,”

says the Innovation Tank CEO.

The Innovation Tank process is totally customisable and can be delivered on site for those organisations which can’t attend the Sydney facility.



But Orsmond encourages clients to step out of their comfort zone – both figuratively and literally. “Often, we need to free ourselves from the routines of the everyday environment to free up our thinking, and some of our best outcomes have been achieved when the whole team has moved out of the office for a couple of days.

“Our system combines a proven methodology with expertise from a range of industry experts, and our facilities that spark creativity from everyone involved,” he concludes.

To find out more about the Innovation Tank and Mobilytics apps, visit [Innovation-Tank.com](http://Innovation-Tank.com) or email [gomobile@innovation-tank.com](mailto:gomobile@innovation-tank.com).

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