

KICK-START INNOVATION

FOSTER CHANGE LEADERS WITH ON-DEMAND DIGITAL LEARNING



Mercer has teamed up with Inventium, a leading innovation-consulting firm, to offer a digital learning program focused on driving game-changing innovation.

INNOVATION MADE TANGIBLE

Mercer’s research on what it takes to thrive in an age of disruption has identified innovation as a key component of a thriving workplace. Innovation is important not only at the organizational level as a driver of sustainable growth and competitive advantage — it also matters at the individual level. In fact, energized employees are twice as likely as non-energized employees to describe their company as actively supporting innovation.

So although most companies would agree that innovation is a critical ingredient for success, the challenge comes in determining how to embed a culture of innovation into the fabric of your organization. The Inventium online program is practical, actionable and accessible — creating confident innovators at all levels of your organization.

How do you do it? To spur innovation from within, you need a simple approach that everyone can implement. The program starts with identifying opportunities using an evidence-based approach that puts the customer at the heart of your innovation efforts. The next step is to generate disruptive ideas and breakthrough solutions to solve the most pressing challenge. And finally, de-risk the innovation process through targeted experimentation.

1 in 5
companies have an
innovation process/toolkit
in place today

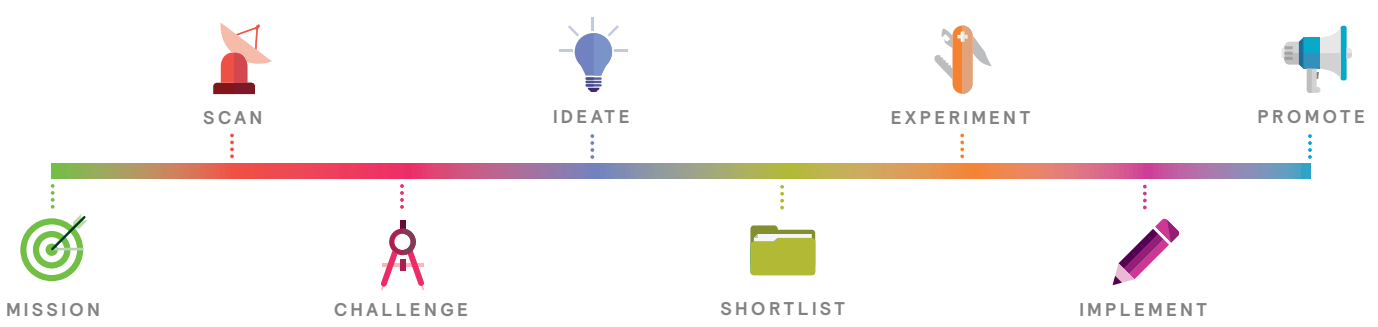
**IDEAS
(EVEN GOOD ONES)
ARE NOT ENOUGH**

Encouraging employees to submit their ideas is easy — in fact, nearly 50% of companies do this today. But embedding a culture of innovation takes more than just crowd-sourced idea generation.

17%
of companies offer a
sandbox environment
for quick
prototyping

Only 4%
of senior executives describe
their company as
change-agile

Source: Mercer Global Talent Trends Study





Turbo-charge your innovation culture with tools that are scientifically proven to work.

Inventium's Customer-Driven Innovation (CDI) online program draws on multiple formats (audio, visual, text) to create an engaging experience that leads to true behavior change. The program is self-paced – once it's launched, participants can access the materials anytime, anywhere for up to 60 days. Key topics are broken out into 39 bite-sized lessons grouped into three modules:

1

IDENTIFYING CUSTOMER-DRIVEN OPPORTUNITIES

- Define innovation in practical terms
- Understand what a best-practice innovation process looks like
- Conduct exploratory customer research to identify the richest opportunities
- Make effective decisions about which opportunities to pursue

2

GENERATING BREAKTHROUGH SOLUTIONS

- Increase the productivity of meetings/workshops where creative thinking is required
- Confidently facilitate an ideation/brainstorming session
- Increase the quality of solutions that you generate for challenges and opportunities

3

DE-RISKING INNOVATION VIA EXPERIMENTATION

- Set hypotheses to test key assumptions
- Design experiments that test customer behavior, not just intent
- Create minimum viable products to cost-effectively test ideas
- Build a business case for further investment

HANDS-ON LEARNING AND ONGOING SUPPORT

Each module contains mini-assignments (10 in all) for real-world application. These are submitted to CDI coaches who provide individualized feedback. If participants need more support, they can drop in during weekly "office hours" for live chats with an innovation expert. A companion mobile app also helps to reinforce learning with quizzes, templates and other tools.



ABOUT INVENTIUM

Since 2007, Inventium has leveraged its scientific methodology to help more than 100,000 people around the world become brilliant innovators. Inventium has worked with progressive organizations such as Google, GE, Coca-Cola, Disney, American Express and LEGO, and its approach is proven to help individuals and organizations embed innovation into their DNA.



MEET AMANTHA, HEAD INVENTIOLOGIST

Dr Amantha Imber is an innovation psychologist, best-selling author and founder of Inventium. She is the co-creator of the *Australian Financial Review's* Most Innovative Companies list. Her thoughts have appeared in *Harvard Business Review*, *The Huffington Post*, *Forbes* and *Fast Company*, and she is the author of two books, *The Creativity Formula* and *The Innovation Formula*.

Contact us today for a free demo at innovationlearning@mercer.com