

# Decision Accelerator

## Harnessing Complexity and Collaboration for Faster Results

**F**ast-cycle innovation and rapid decision-making represent significant challenges for most organizations. At the heart of the problem lies that fact that too much data, too little fresh insight, differing viewpoints and agendas, and a lack of engaging, collaborative processes all inhibit the kind of group interactions that drive breakthrough thinking and the shared decisions necessary for success.

Without guiding structure, strategic thinking and expert process leadership – teams often drift, struggling to identify solutions to poorly-defined problems. This is especially harmful when the issues and opportunities relate to growth and innovation, since the speed and effectiveness of decision-making cycles may directly impact time-to-market.

### Accelerating Innovation

InnovationPoint's *Decision Accelerator* ("DA") process is designed to help teams make sense of large amounts of data, to gain fresh insights into thorny problems, to navigate around political agendas, and to move forward quickly.

The Decision Accelerator approach is built on a highly orchestrated, divergent-to-convergent model, and is grounded in solid upfront scoping and planning. It engages cross-functional teams and key stakeholders in a fast-paced, experiential, collaborative forum – from creative exploration and future thinking through analysis and accelerated decision-making, to action planning with well-defined timelines and accountabilities.

Sessions often include hand-picked external Thought Leaders who provide creative stimulus and subject matter expertise that "stretches the thinking" of the team.

### Applications & Topics

The Decision Accelerator lends itself to a wide variety of challenges where the following conditions may exist:

- Dispersed teams struggle to understand complex data and find it difficult to make decisions
- Internal thinking is stale, and would benefit from fresh insights that lead to strategic, forward-looking outcomes
- Internal politics inhibit and delay shared decision-making
- Individuals from diverse functions find it hard to collaborate and align around common goals

Decision Accelerators can be designed and led offsite or onsite, and can also include remote participant options to ensure maximum engagement. Every Decision Accelerator is customized to address the unique needs of the business. Hot topics often include:

- Opportunity Identification and Strategy Development for Growth
- Consumer Co-Creation & Experience Design
- Business Model Design
- Organizational Designs for Innovation

The Decision Accelerator brings multiple benefits, from concrete deliverables to the "social capital" that must be created to drive faster results in today's networked world.

### About InnovationPoint

InnovationPoint is a non-traditional consulting firm that helps its Fortune 1000 clients take a strategic approach to innovation. InnovationPoint blends non-traditional and conventional methodologies to identify breakthrough opportunities, develop growth strategies and consumer-inspired new products, and helps clients develop repeatable methodologies, organizational structures and create cultures that drive innovation. InnovationPoint's clients include Visa, Disney, Kimberly-Clark, PepsiCo, Frito-Lay, Philips, Kaiser Permanente, FM Global and many others.