

Innovation and Commercialisation

We help the key people in your organisation deliver more powerful (breakthrough) innovations, in shorter time frames, with higher inherent reliability and a lower risk launch to market.

Summary

BLN guides delivery of real solutions and develops lasting capability in your organisation for “Effective Innovation”*. Effective Innovation comprises a comprehensive six step process: Technology Strategy, Concept Generation, Concept Selection, Robustness Development, Technology Readiness & Technology Transfer.

Why Effective Innovation

BLN’s experience in preparing organisations for “Effective Innovation” will help you create new innovations, rationalise your existing product development portfolio to focus on winning candidates, and get those fewer, better product concepts to market with higher inherent product reliability for a high confidence product launch. This offers the dual benefits of earlier revenues at lower cost and avoids the wasted cost of prolonged build/test/fix product development cycles.

Why choose BLN

BLN’s principals all have 15 years of consulting experience/results in the Management of New Product Development, Innovation and Technology. This positions us well to help organisations implement the changes to culture, processes and systems that will need to be considered. We have worked with Don Clausing, co-author of “Effective Innovation” during the development of the integrated methods he advocates. We also contributed to the editing of the book and have deep understanding of the content.

BLN’s Associates Network encompasses World Class experts (including faculty) in all of the methods of “Effective Innovation” enabling us to cover leadership coaching through to detailed technical training.

*Effective Innovation by Don Clausing & Victor Fey.

<http://www.asme.org/pubs/asmepress/>

What we do

We develop Effective Innovation capability in your organisation to deliver New Product Strategy and Development processes, Product Delivery Team management methods and Product Lifecycle Management from launch to replacement.

For whom

We work with your:

- Commercial and Technical Directors on Product/ Technology Strategy (including portfolio management)
- Technical Organisation on New Product Development processes and
- Cross-functional Product Delivery Teams on implementation and launch

How we do it

We create awareness of the value of Effective Innovation within your organisation. Where appropriate this can be done by bringing in thought leaders from our faculty network including Don Clausing co-author of “Effective Innovation”. We develop capability in Technology Strategy, Concept Generation, Concept Selection, Robustness Development, Technology Readiness, Technology Transfer, Commercialisation and Launch through our structured methodology supported by training in the key technical techniques. We coach key members of your organisation to implement the changes to culture, processes and systems that will need to be considered.

We work with teams of your key people to introduce and implement “Effective Innovation” principles and methods to create advocates and practitioners in your organisation. Our preferred operating model is to pilot the use of these methods on an actual new product development.

Value Delivered

You will be able to rationalise your product development portfolio to focus on winning candidates, and get those fewer, better product concepts to market faster. This avoids wasted spend on inferior concepts and delivers first mover or fast follower advantage of earlier cash flow and increased market share. You will be able to achieve higher inherent new product reliability allowing a high confidence product launch.

James R Norton