

**Case 3:** How can you innovate in an industry lacking a reputation for innovation?

**ASSESS!**

An internationally based company faced a potential downturn in growth due to governmental regulatory changes affecting profitability. AC/W helped them identify new product/service development as a viable new revenue source. The company assumed that they did not have the resources, budget or DNA to innovate.

**INTERNALIZE!**

AC/W helped the client to identify key assumptions limiting their engagement in innovation. We demonstrated how the power of their assumptions could be leveraged to help them think differently. Our workshop helped the senior management enhance their critical thinking and provided tools allowing them to apply new learning across their business units. Work sessions provided an opportunity to drill down on specific issues and generate new ideas as well as fostering collaborative discussions that resolved immediate conflicts in working together, a key component in creating change.

**APPLY!**

There is a general assumption that innovation means starting from scratch. AC/W encouraged the client to explore this assumption, turn it into an Assumpt and challenge it. Using AC/W's proprietary digital transformative e-learning experience, the client shifted their mindset to generate ideas using existing technology in a dramatic way, a concept that AC/W teaches. As a result, the company's top talent offered dozens of affordable and executable concepts around new, innovative product and service introductions.