

SMALL TO MEDIUM COMPANIES

Innovation

01

HOW TO FIND THE NEXT BEST THING

To find the next best thing, you need to have your finger on an international pulse. You need to know what global trends are doing, what innovations are in the works, and how you can apply similar thinking to stimulate growth and innovation within your own business. With our research facility and innovation lab, we know what is new, what is next, and what you need.

02

TRAIN YOUR PEOPLE TO BE INNOVATIVE

Innovation is the backbone of growth and success. It is about more than staying relevant, it's about survival. Training your people to be innovative is essentially building a solid succession plan. Ensure the longevity of your business and let Middel & Partners guide you on how to turn your business and your people into progressive, innovative, forward-thinkers.

03

EMPOWER YOUR PEOPLE THROUGH INNOVATION MASTERCLASSES

Our masterclasses will give you the skills, tools, and templates to start using the FORTH processes immediately to ensure that you get more out of your business than what you have always got. From these masterclasses you'll be able to define your innovation focus, uncover the secrets of ideation, identify customer frictions, and learn about the essential elements in a business case for new concepts.

04

INNOVATION & TECHNOLOGY TRENDS

By completing this workshop, you will be able to do away with your old thinking habits and gain fresh new insights and inspiration. By focusing on technology trends and global innovations, you will learn how products/services are being used and experienced in a specific production process, and how to use that to your own advantage. Analysing the correct behaviour and searching for the right trends and innovation opportunities will spark an effective ideation culture, one that is practical and implementable in your business.

05

CREATE A SUSTAINABLE INNOVATION MIND-SETS THROUGH INNOVATION SPRINTS

To create a sustainable innovation mindset, it is imperative to have numerous, repetitive innovation sprints. This repetition helps build up hype and excitement within your teams, and reinforces innovative thinking, thereby establishing a healthy, active innovation mind-set to solve a complex problem, explore a new area, or improve an existing experience. Our sprints will align diverse stakeholders to ignite and validate new thinking that inspires strategic action.

06

INNOVATION RADAR: HOW INNOVATIVE ARE YOU?

Let Middel & Partners assess how innovative you are in comparison to your local and global counterparts. Knowing how you measure up against international and local competition can help you determine whether you require interventions to stay relevant, or if there are strategies or innovations that you could implement to safeguard future success.