



Innovation Strategy

Get a robust plan to ensure your innovation strategy is well used

Strategically planned innovations unite an organization, foster collaboration, and increase organizational IQ. We work with you to discover what innovation can do, and define how to roll that out with your innovation strategy.

THIS SERVICE HELPS TO...

Get the organization on board with an innovation strategy

Understand what do your stakeholders and partners really need from innovations

Prevent your innovation from failing



WHAT YOU GET

You benefit from our deep experience in innovation strategies. You get:

- ✓ The information you need to make the right decisions about an innovation initiative
- ✓ Clarity on what your innovation strategy needs to be, where to invest, and how to roll out
- ✓ A roadmap defining what your organization will want to align, to support, and onboard your innovation initiative
- ✓ The reference that captures and links the vision and objectives for the innovation strategy



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HOW WE DO IT

- 1 Our Experience Thinking framework provides the basis for measuring, planning, and aligning innovations across four key quadrants: Brand, Product, Content, and Service.
- 2 Through interviews and workshops, we engage your stakeholders – including staff and partners – in meaningful discussions about the intended value and purpose of each innovation.

- 3 We audit your innovations to capture what works, what doesn't, and what's missing.
- 4 We develop an innovation strategy that aligns organizational goals with your audience expectations and needs.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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