

About Systematic Inventive Thinking:

The Guidebook



Systematic Inventive Thinking

SIT is a privately owned innovation company, established in 1995, headquartered in Tel Aviv with offices and affiliates on five continents.

80 innovation facilitators from **diverse professional backgrounds** sharing **a passion for innovation**, and helping organizations and the people who work for them become more creative.

The SIT Methodology is Used in 70 Countries



Some Of Our Friends Around The World



Our Promise

- SIT helps companies achieve success by making innovation a self-sustaining part of their organization.
- We provide companies that want to think and act innovatively with the **HOW**.
- The **HOW** is our unique **Systematic Inventive Thinking® (SIT) methodology + SIT Ripple model**.



The SIT 3 Pillars of Innovation Model



To ensure the elements of the SIT method are delivered with highest impact, SIT works with you to put into practice the three pillars of self-sustaining organizational innovation:



Results:

Specific quantifiable innovative *outcomes* will be generated and executed.



Skills:

People will acquire the *ability and inclination* to think differently when needed through a *proven innovation tool set and the support for using it to achieve business results*.



Structures:

Organizational *Structures, mechanisms and processes* will be put in place to support and sustain the culture and practice.

Culture & Practice of Innovation

Our overall approach can be summed up as: **Don't do innovation; Innovate in what you do.** Nevertheless, the end product of applying innovation to what you do oftentimes falls within these categories:



Enhance productivity

Injecting innovative thinking into your existing efficiency and productivity programs



Refresh marketing

Rethinking communications with your targets through a multitude of touchpoints



Solve problems

Identifying new approaches and solutions to technical, business, and internal challenges



New product development

Inventing novel yet viable products, processes, and services

Insite

Learn innovation, online



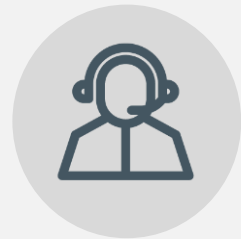
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the go**



**Solid
pedagogical
approach**



**Support
from online
coaches**



insite is changing the way professionals learn how to innovate, by making the process convenient, practical and accessible.

Based on a proven, step-by-step innovation method, anyone in your organization can enhance their innovation skills, irrespective of their job title or innate creativity.

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Strategic Alliances & Open Innovation

Innovation Journey

An **active program** designed to explore entrepreneurship and innovation culture in Israel - the startup nation - while learning practical tools of systematic innovation. On this journey, you will learn about **global innovation trends**; be exposed to **cutting-edge technologies**; meet **inspiring innovative organizations** and learn tools and practices that will help you design **creative business models** and enhance your innovation performance.

Scouting

This program is designed to find your ideal Israeli partner for business cooperation. SIT's networks and position in the Israeli market across industries, its capabilities, and proficiency in innovation makes it a natural partner for **creating business opportunities** aligned with your business strategy. The scouting program is facilitated by SIT experts throughout the process while **ensuring mutual benefit of all involved**.

Hackathons

The SIT premium hackathon is a concentrated event that makes the best use of internal and external ideas to generate innovative and practical solutions for long term business challenges. Once the challenge is defined, the event is designed in close collaboration between **Israeli experts, entrepreneurs, startups and professionals from the client's firm**, mentored by innovation **experts from SIT**. The participants – carefully selected to best fulfil your needs – come together to achieve these goals in a result-oriented yet highly energetic atmosphere.



Our Work



New Product Development

Applying SIT, Ethicon Endo-Surgery developed FOCUS® – a revolutionary scissor forceps that gave them a 5 year head start on competitors to enter the market. The device has still not been fully replicated, and continues to be a flagship product for Ethicon, **generating \$60-\$100M annually.**

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"By using a systematic innovation method, we come out with a higher probability of having a real innovation – something that will change the game."

Phil Nichols,
Director of Marketing

"I've been to 4 SIT sessions on the same product. I'm always surprised at how many new ideas come up each time, despite the initial feeling that we're beating a dead horse."

Kevin Houser,
Engineer Fellow

"We've filed over 100 patent applications since 2002 - credit goes to SIT."

Russ Holscher,
Director of Product Development

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Enhance Productivity

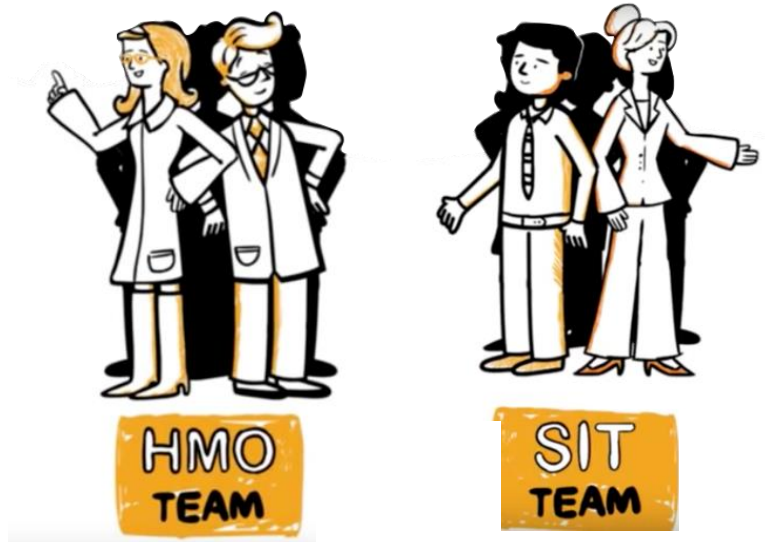
Donaldson had a challenge: in order to win a contract with Navistar for its 787 Horizon truck, the company needed to cut the cost of their engine air filtration system by at least 10%. After exhausting all internal possibilities and yet being unable to reach this goal, the SIT team was recruited to address this problem

After a five-day project, the results enabled a 12% cost-reduction, allowing Donaldson to overcome its final hurdle and win the contract with Navistar.

Problem Solving

Israel's **Maccabi** Healthcare Services collaborated with the SIT team to solve the problem of overuse of antibiotics during flu season.

Ideas generated were implemented in a national campaign between the winters of 2000-2002, resulting in a 27% reduction of filled antibiotic prescriptions from influenza visits.



Marketing Communications

Applying the unique SIT methodology for **MarCom, Davivienda Bank** increased their online presence during the 2010 World Cup with the "El Corresponsal" campaign. The results?

Over 14 million site visits

Over 140,000 likes on Facebook

Over 7,700 followers on Twitter



Consensus building

Turn confrontation into collaboration

Consensus Building by SIT combines mediation and innovation to resolve conflicts and move towards optimal, implementable outcomes. From unstable M&A situations to disputes with suppliers, SIT helps turn stagnation into growth with tangible short-term and long-term results.

We really believe in this approach and have been facilitating encounters of Palestinians and Israelis for the past 12 years (although we don't have a Noble Prize to show for it, yet).



Retaining Best Talent

SIT began working with Pearson Education in 2004, when it decided to make innovation a top priority. Through a 5-year innovation program, touching more than 1,000 Curriculum Group employees across the US, SIT succeeded in making Pearson Education **independent** when it comes **to consistent, managed innovation**.

At the core of the program was a group of **75 Innovation coaches from 8 US sites** who still serve as an internal resource for on-going innovation.

A second major component of the program **was training Pearson's Sales teams** on how to better plan and run the sales process and develop effective marketing strategies.

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"The SIT tools and principles were immediately appealing as they gave employees a step-by-step path to follow to find a solution we may not have considered otherwise. One of the strongest reasons I can give for why our relationship with SIT has been so successful is because they care about the results just as much as we do."

**Marty Smith,
President,
Pearson Education, School Group**

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American Water New Process Development

Setting yearly performance goals was previously a complex process, requiring extensive back-and-forth communication between management and employees.

After challenging the existing process, the team used SIT tools to develop a new process that cut the time spent on goal-setting almost in half, **saving a total of 540 organizational hours.**

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*Now we have tools that can really make us think about **unusual ideas** and evaluate the benefits of them.*

*As opposed to how we have 'brainstormed' in the past SIT was a systematic approach. Most importantly, it **worked quickly!***

*I've overheard participants say that **the SIT workshop was the most valuable meeting they've attended at American Water** and valuable use of time is essential with our many ongoing projects.*

Leigh Ann Thomas
Senior Business Relations Manager

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Practicing a Culture of Innovation

SIT has helped Bayer Environmental Science (BES) foster a culture of innovation within their organization. Following an intensive 18-month program, BES innovation coaches continue to lead innovative projects at local and regional levels.

Ready to give one of SIT tools a try?

- Subtraction
- Multiplication
- **Task Unification**
- Division
- Attribute Dependency



Task Unification:

Assigning a new and additional task to an existing resource

Using Task Unification is an effective way to overcome **Cognitive Fixedness**.

Applying Task Unification: Easy 5 Steps

1. Choose a component of a product
2. Assign a new task to the chosen component
3. Visualize the resulting virtual product.
4. Identify its potential benefit and markets. Can we sell it?
5. Apply the implementation filter. Can we make it?
6. Make the necessary adaptations.

Task Unification

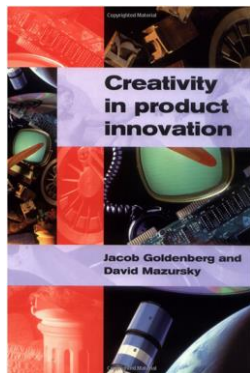
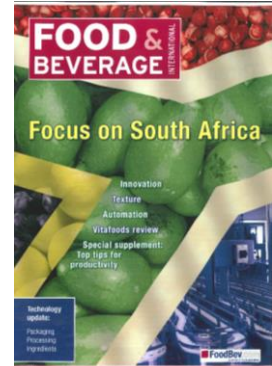
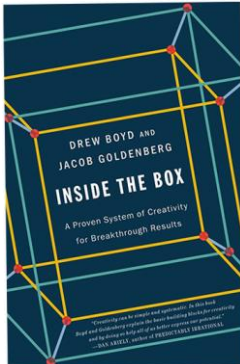
Ready to maximize your resources?

Get an idea of what Task Unification is.

This demo was taken from the Insite's course
"Innovate With What You Have"



Read More About SIT



Thank You!

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