

INNOVATION CONSULTANCY & FACILITATION



In the past few years Innovation has moved from being an the activity of R&D departments of leading edge companies to becoming an everyday focus of any organisation that wants to have a successful future



Where does Innovation come from?

From you! The people in your organisation when liberated and stimulated are your most effective resource of innovative thinking and creation.

So why isn't it happening all ready then?

*Often organisations don't have a culture that permits 'challenging the status quo' or 'risk taking'. So your people learn how to **not** be innovative. At MCW our job is to enable you to empower and support your people in the right way to reverse that!*



How can MCW help you?

We offer consultancy on any part of the innovation process.

- Role of Innovation in your strategy and culture
- Market needs/Insight gathering and analysis
- Ideation - Creative idea generation
- Concept development and evaluation
- Concept to launch planning

"Never innovate to compete, innovate to change the rules of the game." **David O. Adeife**

We know where the most creativity, the innovation, the stuff that drives productivity lies- in the minds of those closest to the work" **Jack Welch**

Why MCW?

- We have many years of experience in Innovation
- Our team of consultants have the appropriate balance of change management skills and specialist innovation skills
- We are flexible in how we work, from consultancy to facilitating and mentoring.

Where have we done this before?

- We have worked with both public sector and private sector organisations on innovation projects, whether that be creating innovation in the workplace for HMRC or Product innovation for Unilever or Ford
- Check our website to find out more [casestudies](#)

Changing Behaviour to Realise Potential

