

AIT Group
Create the Future
www.theaitgroup.com

COMPETITIVE STRATEGY AND INNOVATION

We are facing changes that cannot be addressed with traditional methods, because change itself has changed. We no longer face incremental, predictable changes, but massive, unprecedented shifts. Solutions that worked in the past now simply cause more problems. A whole new perspective is needed to approach breakthrough change with success.

AIT GROUP COMPETITIVE STRATEGY AND INNOVATION CLIENT SERVICES

Advanced Innovation Methodology

AIM Process Leaders are taken through a train-apply-review approach to develop innovation skills while simultaneously executing innovation projects.

Executive Creative Strategic Leadership

Your leadership team establishes clear organizational purpose, vision, mission, and values and identifies innovative organizational strategies for achieving the desired future state.

Targeted Innovation Workshop

Local area leaders address a specific purpose/situation using creativity to identify, prioritize, and implement unique solutions.

Customer Deep Needs Analysis

Customers (internal and/or external) apply creative techniques to communicate existing and emerging needs, values, opinions, and perceptions.

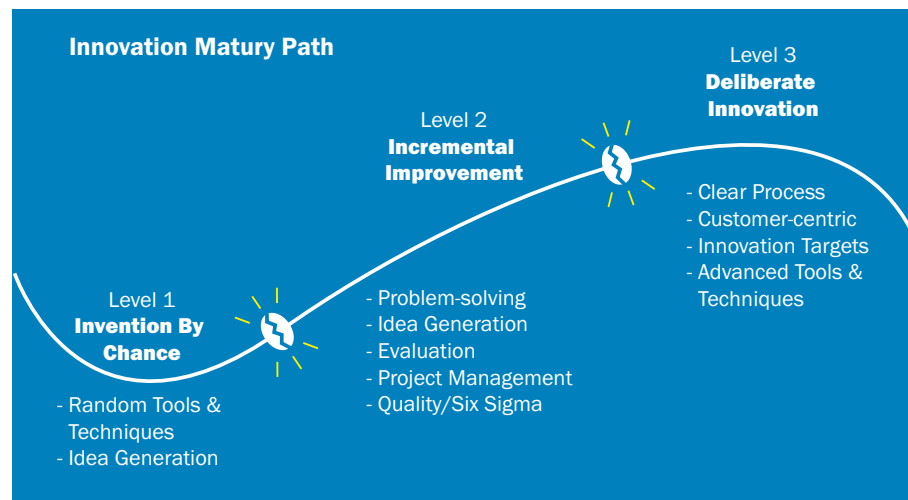
Decision Support System

A collaborative decision making system enables communication regarding strategic decisions and establishes consensus on group decisions.

“The best way to predict the future is to create it.”



AIT Group’s FarSight Innovation is in collaboration with Dr. George Land, a nationally recognized leader in innovation. Dr. Land is a Pulitzer Prize Nominee for his work in Transformation Theory and his book “Grow or Die.” He has pioneered and mastered the combination of innovation methodologies and collaborative decision making technologies. AIT Group’s FarSight Innovation Practice is a proprietary systematic approach, through our hands-on collaboration, to new product, service, and front/back end process innovations.



With over 50 years of research, AIT Group FarSight Innovation delivers more than new product development; it creates front-end process innovations by developing new ways to discover important and emerging customer needs, processes for creating business strategy, and breakthrough innovative solutions to existing business problems.

AIT Group’s Innovation methodology has been very successfully applied to multiple business applications including:

- New Market Identification
- New Product Development
- Customer Service
- Sales and Marketing
- Manufacturing
- Product Delivery
- Organizational Design
- IT and Process Alignment

People involved in this practice area include:

- Executive Leaders
- Profit and Loss Responsibility
- Shared Resource Leaders
- Business Unit and Product Line Leaders
- Research and Development

AIT Group FarSight Innovation services can be delivered through our Knowledge Transfer methodology (employee skill development) and also through our Professional Support Services (direct project support). Regardless of either approach, AIT Group is hands-on and guarantees results.