



SIT stands for **Systematic Inventive Thinking®**, which is the name of both our company and the method we have developed to help organizations **drive growth through innovation.**

## Organizational Innovation Programs

Most business leaders agree that in order to grow organically, innovation and creative thinking must be encouraged. For this purpose SIT offers **Organizational Innovation Programs** that help companies develop a culture and practice of creativity. In these programs, we teach **new skills** that help you overcome the internal and external **barriers** to innovation; work with you to generate and implement ideas that are both **innovative and practical**; and assist in designing the structures that will **support organizational change.**

**Organizational Innovation Programs** are custom designed to suit your organization's needs, goals, and resources, and generally include activities in a variety of areas including:

- **Strategy** – Creating **new ways of thinking** about your company's or team's marketing, product launch, human resources, sales, development pipeline, and other **strategies.**
- **NPD - Developing** new products, services, processes, lines, or categories.
- **MarCom** - Creating novel, attractive, and **effective ways to communicate** about your products or services internally and externally.
- **Problem Solving** - Approaching and **resolving** your most difficult problems in new ways.

## SIT - The People

Our 40-plus facilitators come from **diverse professional backgrounds**, including marketing, advertising, engineering, ergonomics, psychology, education, alternative energy, computer programming, medicine, IT, and organizational development. We all share a passion for innovation, and for helping organizations and individuals become more creative.

## SIT - The Company

SIT Ltd. is a privately owned company based in Tel Aviv, **Israel**, with offices in **Germany, Sweden** and **Switzerland**, and affiliates in **Southeast Asia**, and **Latin America.** Since 1996, we have conducted projects in **49 countries** in North and South America, Europe, Africa, Southeast Asia, and the Middle East. We've worked with over **600 companies** varying in size from **70 to 300,000 employees.**

**Our global clients include industry leaders** such as: ABN AMRO, Bayer, BBDO, BP, Comverse, Eastman Kodak, General Electric, Intel, Johnson & Johnson, Kraft Foods, Leo Burnett, McCann Erickson, Nestlé, Ogilvy & Mather, Pearson Education, Philips CE, P&G, Rubbermaid, and Siemens.

SIT has been applied successfully across a **wide range of industries**, including: advertising, automotive, banking, computer imaging, consumer electronics, detergents, e-commerce, entertainment, ergonomics, flight navigation, food and beverages, media, medical devices and services, microprocessors, paper, pharmaceuticals, plastics, retailing, software, and many others.

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