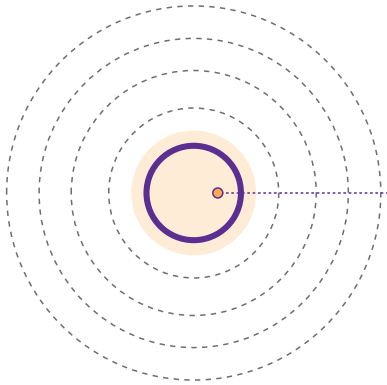


More than
a Thinking Method ←



www.SITsite.com ←

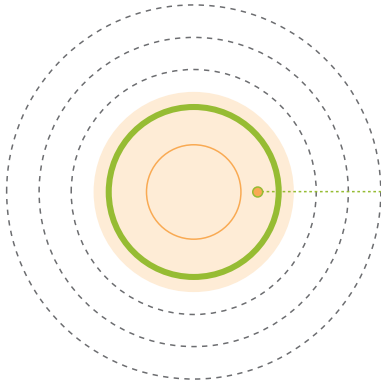


Tools

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

In the core of **SIT** there are five unique Thinking Tools, i.e. **structured thinking procedures**. The tools were developed through rigorous research and are based on the study of thousands of patents and inventive solutions.

Our practical innovation tool box enables you to follow successful thinking patterns that lead to inventive ideas.

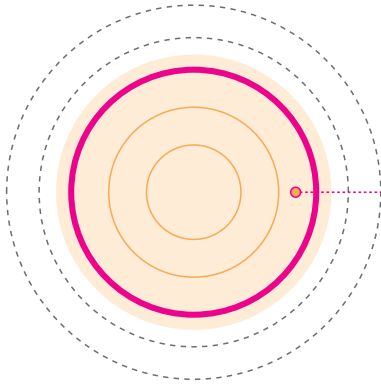


Principles

Closed World
Function Follows Form
Limit rather than Dilute
Path of Most Resistance
Qualitative Change

After developing and designing the **SIT** tools, and field-testing them, we soon realized that simply sharing our tools is not effective enough. The tools could only work if they were used properly, and in order for this to happen, we had to relate to the mindset of the users.

The **SIT** Principles were thus formulated to help overcome some of the assumptions that can obstruct the proper use of the tools. **Simply put, these principles help users apply the tools effectively.**

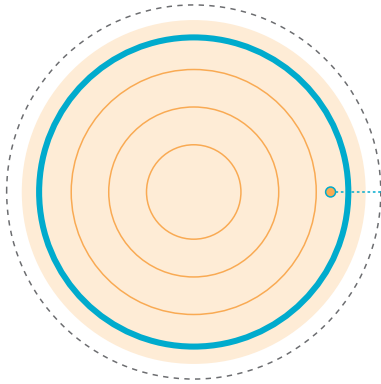


Facilitation

Heterogeneous group
Metacognition
Bingo vs. Judo
Content Experts
Dynamic and Interactive

The **SIT** method involves a constant interplay between tools and principles. However, since **SIT** programs are conducted in multidisciplinary teams, we have devised, borrowed, and honed a range of Facilitation skills. These skills focus on dealing with various situations and resistances that might come up while working in a team.

The idea is to work hard, rather than to spend the time having fun. But (we admit to ourselves) if we do not all enjoy it, nobody will have the energy to sustain the effort. That, in essence, is the **SIT** facilitation challenge. Our techniques help facilitators make learning a truly interactive experience, and ensure that groups manage to work together in a focused way.

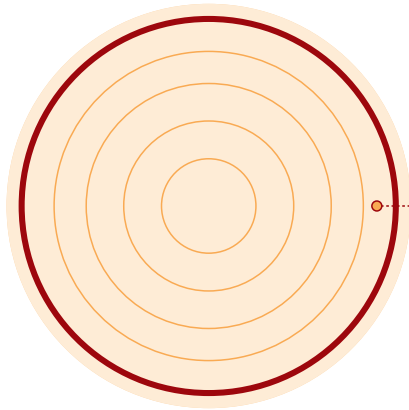


Project Management

Idea List Processing
Innovation Mapping
Convergence
Commitment to Deliverables
Project Teams

The ability to come up with new ideas is obviously crucial. However, this is just the beginning of an arduous journey, as only a small number of ideas ever reach the market.

In order to ensure that **ideas are not only generated but actually implemented**, the **SIT** method has a fourth layer - Project Management.

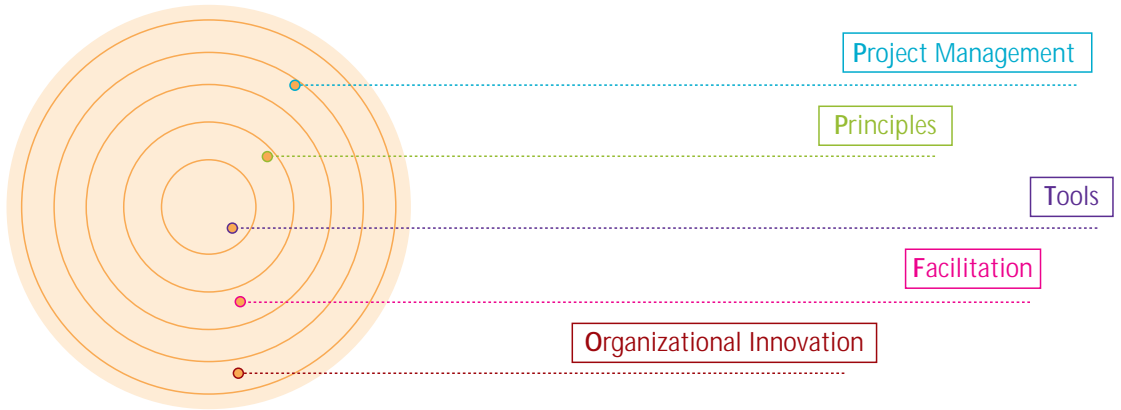


Organizational Innovation

Cross Organization Training
Innovation Management
Predictable and Measurable
Common Language
Sustainable Creativity

Innovation projects are important, but as everyone knows, no single innovation can deliver lasting advantages. In order to grow organically, a company must **encourage innovation** and creative thinking systematically and **continually**.

Sustainable innovation requires three key elements: **1)** People will acquire the **ability** and inclination to think differently when needed; **2)** Specific innovative **outcomes** will be generated and executed; and **3)** **Structures** will be put in place to support and sustain the new innovation culture and practice. The fifth layer of the **SIT** onion - Organizational Innovation – includes the activities and processes that ensure these outcomes.



This is what we call the **SIT Onion**.

The core of the onion makes **SIT** unique. Our expertise in integrating the five layers is what makes the method so effective; and applying the onion across a variety of issues and activities allows us to support you in turning your company into a **truly innovative organization**.

Stirring Committee

Interviews

Implementation Assessment

Personal Development

Project Definitions

Puzzles, Examples, Stories

Practice

Patterns

Hierarchy

Functional Fixedness

Idea Collecting

Systematic Approach

Innovation Manager

Near Far Sweet

The **SIT** method includes a variety of tools, principles, skills, proficiencies and activities. Throughout this booklet you have encountered many of them, categorized according to the Onion's layers. Here you can find 42 additional names. Together they give a complete representation of our methodology. To understand what each of them means, double click them at www.sitsite.com, or, better still "double click" us through info@sitsite.com

Team Work

Process Managing

Inversion

Fusion

Active Learning

Frontal Learning

Attribute Value Mapping

Action items

Adapting Tool to Product or Problem

Structural Fixedness

Action Plans

Sumbook

Clustering

Ideation

Managing Idea Evolution

Existing Situation

Innovation Structures

Constraints Foster Creativity

Recommendations

Processing and Developing the Idea

Managerial Commitment

Multi Focus Group

Activation

Working with a Designer

Documentation

Bipolarity

Innovation Networking

New Promise Development