



## Services

### Services overview

SIT provides a **range of services** aimed at enhancing **innovation-based organic growth**, by helping you generate innovative and implementable ideas. But, SIT does not leave you with a mere list of ideas; we work with you to turn a select number of resulting ideas into development project action plans.

- **New Product or Service Development (NPD)** - working together to *create new products/services*, lines, or categories
- **Strategy - *new thinking*** around your company's or team's *strategy*, including marketing, product launch, human resources, sales, development pipeline, etc.
- **MarCom** - developing novel, attractive, and *effective ways to communicate* your products or services within your organization and externally to your customer base
- **Problem Solving (PS)** - *approaching your most difficult problems differently*, generating innovative concepts for solving them and **action items for going about it**

The above mentioned services can be building blocks in:

- **Organizational Innovation Programs** - working with you to develop a culture and practice of creativity in the organization. In these programs we teach participants new skills and processes, help them overcome internal and external barriers that hinder inventiveness, and lead teams to innovative results in various fields.

### Project Format

We offer a range of **formats** for working in each of these areas, from short lectures to long-term programs. Each SIT project involves a different mix of **training** and **ideas development**. Because SIT is a *method*, there is always some focus on training, so that you can **internalize the method** and use it well; however, since the method is *results-oriented*, we also focus on generating **actionable ideas** that you can begin to **implement** right away. To find the optimal ratio of training to ideas development, we **customize each program** based on your specific needs.

### Project Characteristics

Although many aspects of our programs are custom-designed, there are certain characteristics that all SIT projects and programs share:

1. The project must have clearly defined **goals and objectives**.
2. Every project has **timetables** for accomplishing each objective.
3. We **work with your existing resources**, so that the solutions are appropriate for your organization's scope and technological abilities.
4. The projects we design together **tie into your existing activities**.
5. **You pay for deliverables** only: Don't pay us if you feel that you did not get what you had hoped for.
6. Our facilitators, experienced in the SIT method, come from a diverse range of backgrounds and expertise. We'll help you **select the facilitators** who are best suited for your project.