

## WHAT IS SIT?



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

Most business leaders agree that in order to grow organically, innovation and creative thinking must be encouraged. For this purpose, SIT offers programs that help organizations develop the culture and practices by which innovation thrives. In these programs, we **teach skills** that help you think and act differently in an effective way; work with you to **generate and implement** ideas that are both innovative and practical; and assist in **designing the structures** that will help innovation become consistent, systematic, and reliable.

## WHAT WE DO

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

**Problem-Solving:** Approaching and resolving your most difficult technical/commercial/ organizational problems in new ways

**Strategy:** Looking at company's or team's current marketing, human resources, sales, go-to-market, development pipeline, strategies

**Productivity:** Making your work processes more efficient by applying innovative thinking to boost the results of other methods reducing non-value-add work

**Organisational Innovation:** Building a practice and culture of innovation by creating a comprehensive plan of and supporting it in all aspects of the transformation process.

**NPD:** Developing new products, services, processes, lines, or categories

**Communication:** Creating novel, attractive, and effective ways to communicate internally and externally (customers, suppliers, partners, etc.)

## Additional Services:

**SIT's Online Academy (2017):** Offers introduction to SIT methodology via three courses; 'Innovate with What You Have', 'Process Innovation is in Order', and 'The Innovation Multiplier'.

**SIT4** is the social innovation unit of SIT that utilizes SIT resources and provides services to clients at a reduced cost. [1]

**Open-i** offers unique open innovation programs, connecting companies and organisations from around the globe to the Israeli innovation ecosystem.

## SIT - THE COMPANY

SIT Ltd. is a privately-owned company based in Tel Aviv, Israel, with six additional offices in Australia, Austria, Chile, China, Colombia, and the UK. Since 1995, we have worked in over 70 countries in North and South America, Europe, Africa, Asia, Australia and the Middle East.

Our most recent book □Inside the Box□ has already been translated into 13 languages.

## OUR CLIENTS

**We've worked with over 1000 companies varying in size from 10 to 300,000 employees in a wide range of sectors,** including: aeronautics, automotive, chemistry, constructions, consumer products, education, energy, financial services, food & beverage, hardware & software, healthcare, industrial, media, pharmaceuticals, publishing, retail, telecom and many others.

**Our global clients include:** Anderson Corp • BASF • Bayer • BBDO • Beeline • Bolivar Group • Brink's • City of Minneapolis • Comverse • Columbia Business School • Eli Lilly • Ford • General Electric • General Mills • Hapoalim Bank • HP • Intel • Johnson & Johnson • Kraft Foods • Leo Burnett • McCann Erickson • Nestlé • Pearson Education • Philips • Procter & Gamble • Rubbermaid • SAP • Shell • Siemens • Tigo • USAid • Villeroy & Boch • Wilh. Wilhelmsen Group

## SIT - THE PEOPLE

Our 80-plus staff come from diverse professional backgrounds, including advertising, computer programming, education, engineering, IT, law, marketing, medicine, organizational development and psychology.

