



Innovation Culture Group

888-501-4092

INNOVATIONCULTUREGROUP.COM

INNOVATION CULTURE GROUP CAPABILITY STATEMENT

We help companies become market innovators and create a culture of innovation in their organizations. Whether you are looking to develop the capability to deliver innovation internally and create an innovation culture, or looking for assistance in working on a project or strategy, we are here to help



ORGANIZATIONS CALL US WHEN:

- They have lost a key client or competitors have taken market share due to a shortcoming in their product or service
- There is a market opportunity where they want first-mover status
- There have been mergers, acquisitions, business reorganization or cost reduction initiatives and they are being asked to do more with less in a changing environment
- They are concerned about being disrupted by new market entrants or new technologies such as artificial intelligence, blockchain, etc.
- They need to address a skills shortage to accomplish business goals and need to creatively address how you work today
- They want to build a culture of innovation and build innovation skills that will deliver on-going ability to address change pro-actively
- They have important HR or corporate social responsibility goals that are not getting traction such as attraction and retention of technical women, youth unemployment, etc.

AS A RESULT OF WORKING WITH US:

- A focus on ROI of innovation impact
- A scientifically-validated inventive thinking approach that generates actionable, counter-intuitive ideas
- A leadership capability pathway to ensure learning is embedded in the company's culture
- A leadership diagnostic to ensure you have teams that function for top-performance
- An inclusive innovation approach to drive replicable change from social initiatives



HOW WE WORK WITH OUR CLIENTS:

- Innovation Capability Skill Roadmap – training with a purpose of creating sustained change
- Project Services – bring innovative thinking to a specific challenge
- Innovation Leadership Assessments – understand how your team prefers to innovate and develop strategies to maximize results
- Strategy Development – developing an innovation strategy with a clear, implementable roadmap
- Speaking and Retreats – introduce innovation topics to groups and have them work through how to integrate innovation strategies into their day-to-day work





MARGUERITE MCLEOD-FLEMING

CEO & FOUNDER

Marguerite McLeod-Fleming is Principal of Innovation Culture Group. She works companies, non-profits, educational institutions and non-profit clients to facilitate creative-thinking that achieves innovative ideas using our proprietary Actionable Innovation System.

Her clients range from some of the largest and most respected organizations in North America to smaller mid-market businesses and not-for-profits. Many business leaders partner with Innovation Culture Group to identify growth opportunities and solve complex problems using creative-thinking techniques.

Marguerite received her MBA from the Schulich School of Business in 2001, where her studies spanned the fields of strategic management and organization development. Her work in the area of creative and inventive thinking is driving the conversation of how to create a systematically proven creative process in any organization.



INDUSTRY EXPERIENCE:

Financial Services – BMO, Sunlife, AXA Insurance, Davivienda | Retail – Macy's, H&M | Pharmaceutical/Medical Devices – Johnson & Johnson, Bayer, Eli Lilly, AbbVie | Government – Tel Aviv, Minneapolis | Food Manufacturers – Nestle, BioGaia | Automotive – BMW, Ford, Mercedes | Consumer Products – Rubbermaid, Samsung, P&G | Petroleum/Chemicals – Shell, BASF, BP | Construction – Heathrow, AECON

ACADEMIC PARTNERS:

Columbia University | Harvard | MIT | Stanford | Wharton Business School | University of Toronto | Schulich School of Business and Lassonde School of Engineering – York University

OUR INNOVATION APPROACH

Systematic Creativity (also known as Systematic Inventive Thinking or SIT) is the idea that all innovations share common patterns. Based on these patterns, we have designed our own structured method called the Actionable Innovation System. Innovating using Systematic Creativity applies a series of creative constraints that lead you to think and act differently. This is a learnable, repeatable practice. And it makes you the producer of results that are both inventive and practical. The traditional attitude toward creativity in the North American business world is to "think outside the box"—to brainstorm without restraint in hopes of coming up with a breakthrough idea, often in moments of crisis. Sometimes it works, but it's a problem-specific solution that does nothing to engender creative thinking more generally. Systematic Creativity is a counter-intuitive and powerfully effective approach to creativity requires thinking "inside the box", working in one's familiar world to create new ideas independent of specific problems. Systematic Creativity's techniques and principles have instilled creative thinking into such companies as Procter & Gamble, Johnson & Johnson, and other industry leaders. Inside the Box shows how corporations have successfully used Systematic Creativity in business settings as diverse as medicine, technology, new product development, and food packaging.

