

# INNOVATION TRANSFORMATION PRACTICE

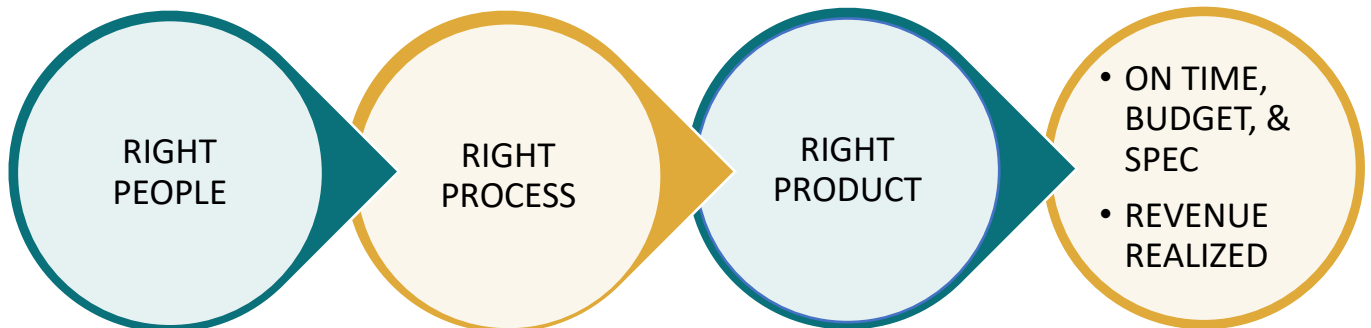
Future Value  
Delivered™

We provide expert guidance to transform Innovation from a reactive, unfocused team that's become comfortable missing commitments to a strategic business partner that delivers new products on-time that delight customers and deliver growth year after year. At Lean Focus, we are seasoned, hands-on practitioners that have held top leadership Innovation positions in world-class companies. We have global experience covering the entire Innovation Value Stream, from technology and intellectual property management to understanding market needs to developing hardware, firmware, and software products to launching worldwide. We are hands-on, delivering transformation side-by-side with everyone from individual contributors to the C-suite. We possess the strategic expertise to deliver untapped value in Innovation.

DEVELOP PRODUCTS THAT  
DELIGHT CUSTOMERS

DELIVER PROJECTS ON-TIME,  
ON-SPEC, AND ON BUDGET

DRIVE BUSINESS PERFORMANCE  
WITH SUSTAINED GROWTH



## FUNNEL/PIPELINE

- Market Segmentation
- Voice of Customer (VOC)
- Product Roadmaps
- Technology Roadmaps

## DEVELOPMENT PROJECTS

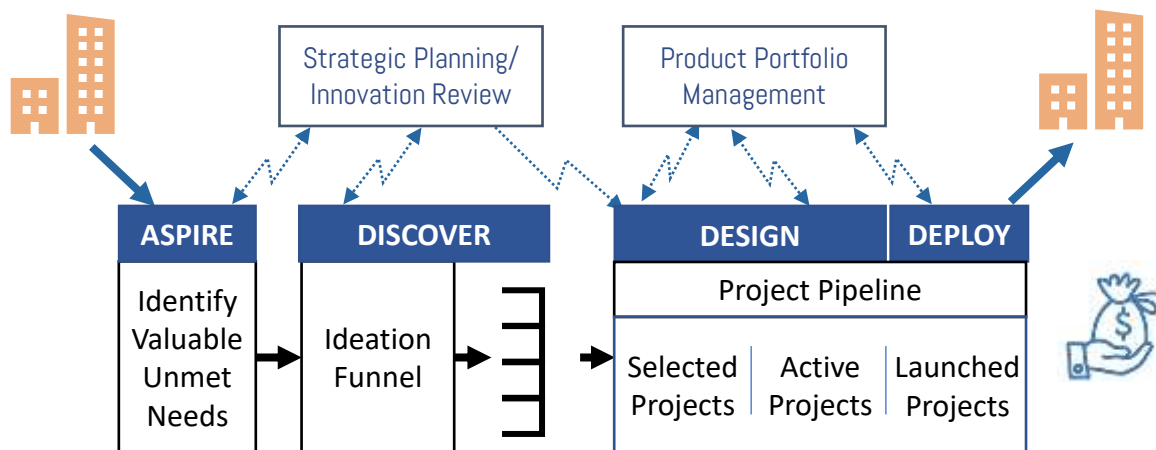
- Product Portfolio Management
- Value Proposition & Pricing
- Phase/Gate Product Development
- Visual Project Management
- Rapid Prototyping

## LAUNCHED PROJECTS

- Product Commercialization
- Revenue Attainment
- Customer Experience



# THE INNOVATION VALUE STREAM



## INNOVATION TRANSFORMATION MODEL

**PEOPLE**  
Strategic & Tactical functional teams with strong communication, proper training and professional development



**INNOVATION STRATEGY**  
Guide innovation with a strategy that identifies key markets, unmet needs, and how to leverage the organization's sustainable differentiation



**PORTFOLIO MANAGEMENT**  
Build effective development portfolio reviews ensuring success of the "critical few" and cut confusion of "fly-in" projects

**FUNNEL & PIPELINE MANAGEMENT**  
Manage the Ideation Funnel and Pre-Development Project Pipeline to maximize innovation value and ensure long-term new-product revenue growth

**RESOURCE ALLOCATION**  
Bring order to Innovation with deliberate resourcing to approved projects while giving your team a "game they can win"



**PROJECT MANAGEMENT**  
Tailored phase/gate project process to ensure diligence fulfilling requirements. Deploy training and visual tools that deliver on-time, every time

**PRODUCT MANAGEMENT**  
Build a product management team that creates product requirements to delight customers, plan launches, and ensures commercial success



**CUSTOMER ENGAGEMENT**  
Listen to customers during the entire Innovation Journey: Early VOC, Rapid Prototyping during development, and Customer Experience after launch

**TECHNOLOGY LEADERSHIP**  
Develop and maintain technology roadmaps to consistently meet customer demands while protecting intellectual property



**DESIGN FOR MANUFACTURABILITY**  
Build a development process that creates and maintains buy-in from operations, service, and procurement throughout development

## INDUSTRY EXPERIENCE

Global leaders in a wide variety of industries. Our clients include some of the world's most respected brands and several members of the Fortune 1000.

**pampered chef**

**SONOVA** HEAR THE WORLD **PHC GROUP**

**MIRION** TECHNOLOGIES

**BIO-RAD** **A**

- Aerospace
- Automotive
- Consumer Brands
- Distribution
- Industrial
- Materials
- Medical Devices
- Packaging
- Private Equity
- Professional Services
- Technology

**Lean Focus**

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