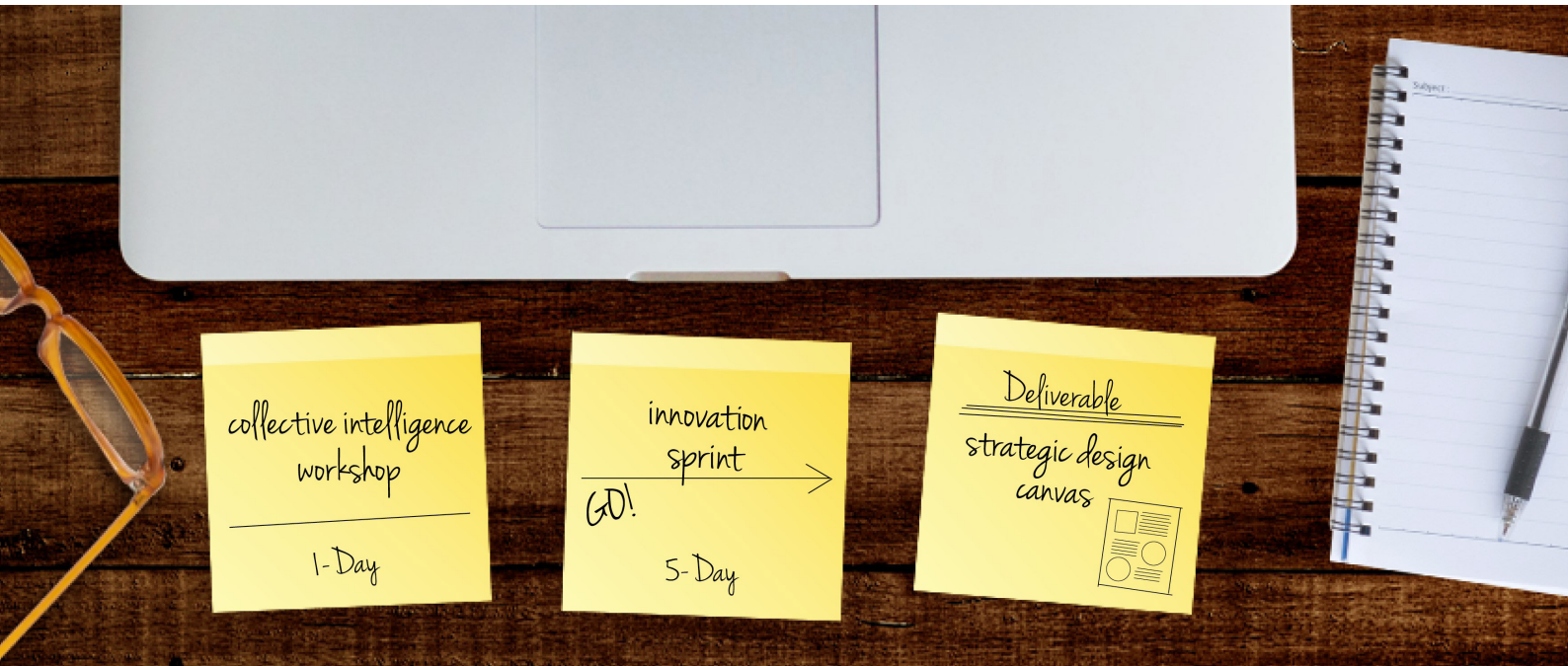


COLLECTIVE INTELLIGENCE INNOVATION DESIGN

ACCELERATING YOUR ORGANIZATION'S CAPACITY TO RESPOND TO RAPIDLY CHANGING MARKETS



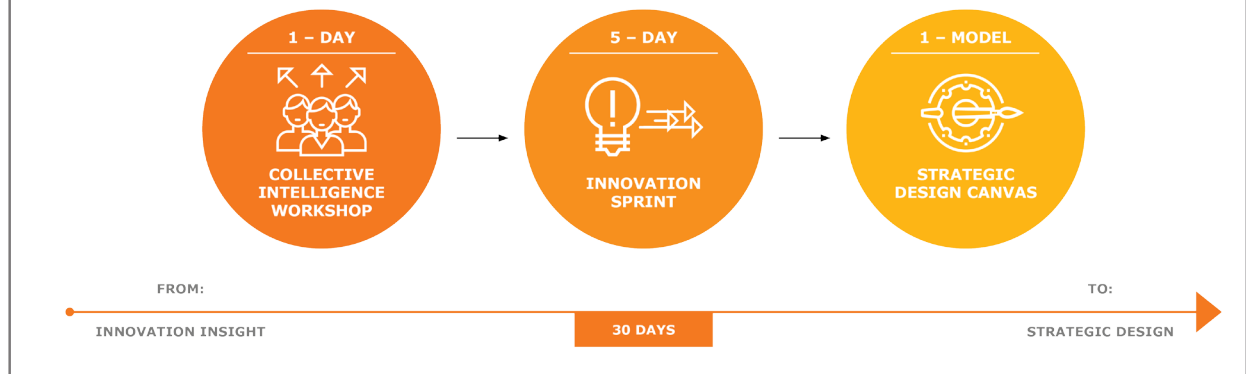
The digital revolution is dramatically transforming the context of business strategy for 21st century organizations. In a rapidly changing world, traditional competitive intelligence methods focused on building a sustainable competitive advantage are counterproductive now that disruptive innovation has become a common occurrence.

The fundamental task of strategy is no longer about collating all the known industry knowledge to guide the formation of fixed business plans. The essential work of strategy in a world where change is both constant and accelerating is about the discovery of new knowledge and the creation of game-changing products and services.

The digital revolution is also generating new tools for accessing collective intelligence that were not possible a mere decade ago. High performance analytics and innovative social technologies that can rapidly aggregate and leverage collective intelligence are revolutionizing the ways businesses create competitive advantage. A sophisticated collective intelligence capacity is the new context for designing strategy in a business world where innovation has suddenly become a core competency for business growth.

Collective Intelligence Innovation Design (CIID)

Accelerating Your Organization's Capacity to Respond in Rapidly Changing Markets



COLLECTIVE INTELLIGENCE INNOVATION DESIGN

Optimty Advisors has developed a revolutionary innovation service—collective intelligence innovation design—that blends the extraordinary speed of collective intelligence with the creativity of design thinking to accelerate your organization's capacity to respond to rapidly changing markets.

COLLECTIVE INTELLIGENCE

Collective intelligence aggregation is the process of rapidly collating the distributed intelligence within your organization to discover hidden patterns, emerging trends, latent customer preferences, weak signals and “unknown unknowns.” This aggregation is accomplished by gathering a microcosm of the organization in a one-day collective intelligence workshop to tap into the wisdom of the crowd to identify alternative paths to the creative resolution of complex problems.

DESIGN THINKING

Design thinking is an iterative solution-based methodology that identifies and explores both known and ambiguous aspects of the current situation to discover new pathways for value creation in markets reshaped by rapid change and disruptive technology. The primary vehicle for design thinking is the five-day innovation sprint, where a small group of select participants engage in a series of creative sessions to explore, build, and test the validity and practicality of possible solutions.

RESULTS

Collective intelligence innovation design provides a creative platform for organizations to break free from siloes and maintain market leadership by building the capacity to effectively respond to rapid change. By synthesizing the speed of collective intelligence with the creativity of design thinking, businesses can build a solid foundation for leveraging innovation as a continuous and dynamic strategic advantage through more effective marketing, new revenue opportunities, better customer service, improved operational efficiency and increased strategic agility.

Collective intelligence innovation design helps organizations think and act holistically so they can more quickly and effectively identify what trends, ideas and developments are most important for growing your business. Collective intelligence dynamics provides you with the tools you need to position your organization as an innovation leader in a rapidly changing world.