



Helping you turn more ideas into more improvements, more of the time.

smartcrowds IMPACT



Faster, better, more reliable innovation

smartcrowds® IMPACT enables organisations to identify and deliver more high impact, breakthrough ideas that transform their business.

PROVEN FRAMEWORK

Based on proven **Innovation Engineering** principles
20+ years of successful projects delivered

'BUILT-IN' TO SMARTCROWDS

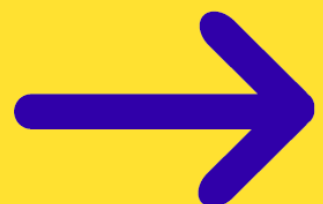
Six-step process with supporting smartcrowds templates
smartcrowds IMPACT KPI reporting
smartcrowds IMPACT video & document guides

PROFESSIONAL COACHING

Senior Consultant-led
Remote or face-to-face sessions
Challenge sponsor, lead and team member capability building



SIX Steps for Success

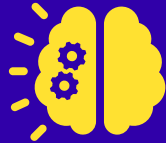


There are six main things you need to do to build innovation success.



Challenge Framing

Motivating & Engaging your People



Brain Fuel

Stepping-Stones to New Ideas



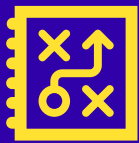
Idea Communication

Design-led for Efficient Innovation



Idea Mining & Multiplication

Maximising Innovation Likelihood



Identifying Breakthroughs

Accelerated Short-listing & Planning

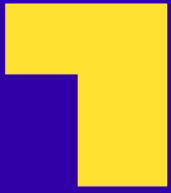


Failing Fast & Failing Cheap

Accelerated Learning Cycles



Challenge Framing



Innovation thrives
when people's
efforts create
meaningful impact
for the organisation.





IMPACT starts with engagement among project sponsors to identify and define one or more challenges or innovation missions.



Challenges relate to the question “...where do we really need ideas...?”



Challenges are described using a specific IMPACT structure that will engage and inspire response from employees.



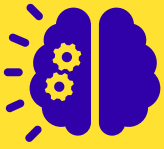
Challenges are broadcast to the wider workforce using smartcrowds, ensuring a diverse range of views and experience contribute to idea submissions.



Brain Fuel

It's not what we don't know that's the problem, it's what we think we do know.

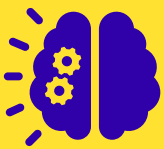




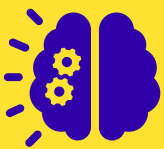
IMPACT utilises ‘Challenge Brain Fuel’ to help contributors “think outside the box”, removing the constraints and assumptions that are blocking the view of new possibilities.



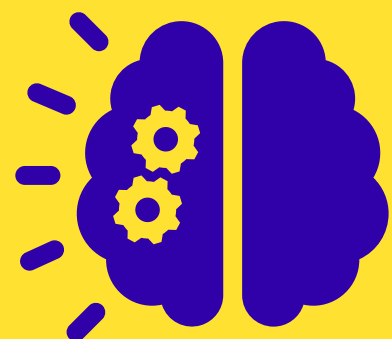
Brain Fuel coaching is delivered to a diverse group of 10-20 people, focusing on how to identify useful brain fuel items.



Homework is assigned to build a smartcrowds bank of Brain Fuel stimulus that is essential for addressing the challenge at hand.



Brain Fuel is broadcast to all challenge contributors, with supporting video guidance on how to use it to form new ideas.



3

Idea Communication

New ideas move faster when people are confident that they are doing the right thing.





Most ideas are never progressed because they are not readily understood by wider stakeholder groups.



New ideas must be readily communicated and understood – even by non-subject-matter experts.



IMPACT provides a consistent, value-adding structure for communicating ideas that is effective irrespective of the challenge scenario.



IMPACT's idea structure adds energy and speed to ideas that have real potential and simplifies the further down-stream processes for idea shortlisting, validation, and selection.



4

Idea Mining & Multiplication

The greater the number of ideas 'in play' the better chance of finding ideas that address the challenge.





IMPACT delivers a one-day 'Create Session' that will generate 100+ relevant ideas (on top of those already contributed by the crowd).



IMPACT promotes a structured process which ensures that the innovation challenge is addressed from multiple angles.



The IMPACT methods leverage existing rough ideas submitted by the crowd alongside Brain Fuel stimulus to produce alternatives, options and spins which are 'mined' for more alternatives.



With a richer high-quality funnel, the Challenge Team move from having to 'make' an idea work, to quickly finding an idea that will work.



5

Identifying Breakthroughs

Innovation success requires momentum – which often breaks down at early-stage assessment.





IMPACT removes the bureaucracy from idea shortlisting & selection which often causes the best ideas to be dropped too early.



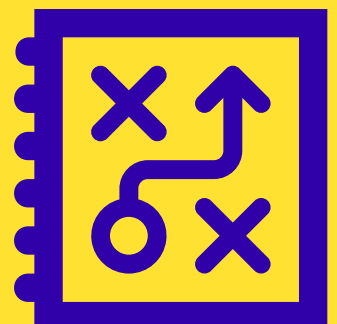
IMPACT utilises a consistent dual-metric approach to rapidly categorise, identify, and shortlist during the early “gut-feel” idea vetting stage.



The IMPACT process focuses on high-impact and high-uncertainty ideas - where true innovation, energy and enthusiasm normally lies.



For these ideas, IMPACT helps teams develop assessment plans that yield quick results whilst retaining confidence in the process.



6

Failing Fast & Failing Cheap

Innovation success goes together with change and learning. Faster learning delivers more innovation.





IMPACT helps innovation teams quickly identify where the biggest and most significant uncertainties exist related to their new ideas.



Uncertainties are addressed through rapid cycles of accelerated learning, based on Plan-Do-Check-Act principles.



Cycle focus is on fail-fast-fail-cheap identification - if an idea is going to fail, then it's better to find out sooner (and cheaper).



IMPACT coaching ensures that these cycles are completed with discipline and more pace than most people are used to.



What's Next?

REQUEST AN ROI CALCULATION

Our Innovation Consultants will carry out a short review and prepare an **ROI Calculation** for you that highlights the areas where the most significant return is likely to be achieved.

[FIND OUT MORE](#)

REQUEST SMARTCROWDS IMPACT DEMO

Our **smartcrowds IMPACT demo** is delivered around the key innovation performance indicators described in this guide. In the demo you'll find out how smartcrowds helps you engage better with your workforce, empower your employees to make change happen, and turn more ideas into more outcomes, more of the time.

[CONTACT US TO REQUEST A DEMO](#)

BOOK A 'PRACTICAL STEPS TO PERFORMANCE IMPROVEMENT' SESSION

The leading indicators of Innovation Performance outlined in this guide are the foundation for improving the return from your innovation efforts.

The **Practical Steps to Performance Improvement** session, led by our Innovation Consultants, will assess the current innovation activities that are being employed in your organisation, and recommend a step by step process that improve the performance of a set of leading indicators that we agree with you.

FIND OUT MORE

ABOUT SMARTCROWDS

At smartcrowds, we work with organisations looking to empower their employees, at all levels, to make sustainable, positive contributions to business change and innovation. Our smartcrowds IMPACT programme has been designed to deliver repeatable return on innovation investment, through a 6-Step programme that is built around the key leading indicators of innovation performance measurement.



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