



creaffective

CO-CREATING THE FUTURE

Services for Innovation and Innovation Management



Who we are

We are a self-organized consulting company with seven employees. Our main focus is on German-speaking countries as well as the Greater China region.

We work for our customers as consultants, coaches, facilitators, trainers and keynote speakers. In our projects we accompany organizations of different industries and sizes co-creatively and individually on the way to more innovation, agility and self-organization.

Our team also serves us and our customers as a laboratory for new work. We work and experiment with models and tools of agile work and self-organization. The experience we gain influences our work with customers. We also regularly publish our findings through books and articles.



What we offer

Innovation

We accompany you on the way to a **culture of creativity and innovation**, so that you can continuously develop and implement new ideas and solutions.

Agility

Together we create **meaningful structures for working in an agile way**, so that your organization can adapt to a dynamic market environment.

Self-Organization

As coaches and consultants we show possibilities to live **more self-organization, participation and entrepreneurial thinking** in the organization.



Potential Challenges

You would like to build and establish an innovation team or innovation management, but do not know exactly how? You want a competent team that acts on its own responsibility, is well anchored in the company and supports the organization in developing new solutions?

Perhaps an innovation team already exists and is now receiving many requests from teams to support them in finding innovative solutions to challenges. For various reasons, the innovation team cannot adequately handle all these requests. The team would like to improve itself, develop additional competencies and get an external perspective.

We offer orientation and support in building and training the innovation team and developing the necessary competencies. With our knowledge of methods and processes we support the departments in suitable formats to develop solutions iteratively and quickly. We accompany and coach existing teams so that they can better support the organization to be and remain innovative.



Our Approach

In our consulting projects for innovation management we follow a logic that has proven itself in numerous companies. This logic is based on various building blocks that every organization has to deal with sooner or later in order to ensure the long-term success of innovation activities. In concrete terms, an innovation strategy, (an) innovation team(s), and supporting measures throughout the entire company are needed.

In doing so, we adapt ourselves and our services to the circumstances of the respective organization. Some companies are still in the very early stages, others have been active for some time and want to move to the next level.

The building blocks on the following pages are therefore not all relevant for every company and every situation. Nor do they always have to be carried out in exactly this order. Nevertheless, we show them in logical order, if only for the sake of clarity.



Innovation overview

Strategy

Direction for innovation

A solid innovation management starts with strategy. We support the management level with workshops to derive goals and search fields.

Team

Building, coaching, accompanying

The core of innovation management is the innovation team. We advise on the composition, train the team and provide further coaching.

Measures

Innovation across the board

Innovation is not limited to R&D. To ensure that all employees are involved, we support the innovation team by organizing workshops and events.

Development

Culture and working practices

In order to really anchor innovation in the company, we also coach and support you in the further evolving your culture and working practices.



Innovation Strategy

In many cases a first step is the development of an innovation strategy. This strategy can answer two sets of questions about innovation on two levels in particular:

- How do we proceed in the future to strengthen our innovative strength and culture of innovation? What internal changes do we initiate to become more innovative?
- In which areas do we want to be strategically innovative? What are concrete search fields for innovation that channel our actions and serve us as evaluation criteria?

To this end, we work together with the management level and relevant stakeholders to establish a common basis in the form of audits, strategy and search field workshops.





Building Innovation Teams

In order to be continuously innovative, we need people in the company who support our organization in innovation and create supportive conditions. An innovation team accompanies and coordinates the innovation activities in the company, acts as workshop facilitator, coordinates the innovation process and serves as coach and sparring partner for idea givers and in innovation projects.

In intensive customized training programs, we build up and expand the competencies of (future) innovation teams. Afterwards we continue to be available as coach and sparring partner and provide targeted support for the team's work.

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Support Innovation Teams

Team Coaching

We support established teams as needed in the areas of team hygiene, internal methodological set-up and self-organized forms of cooperation. The goal: to further improve the effectiveness and impact of the innovation team.

Workshops

To ensure that the structures of innovation management are maintained and optimized after their establishment, we accompany the team through conceptual workshops. Our experience and good practices of other companies are also incorporated here.

Training

We offer additional targeted and specialized trainings for the entire team or individual team members. In doing so, we draw on our broad know-how of innovation methods as well as practices of agility and self-organization.





Broad Support

Even a capable, committed innovation team sometimes reaches its limits. Perhaps there is simply a lack of capacity and more people power is needed in the short term. Perhaps individual topics are complex and politically sensitive, or the team does not have enough experience with very specific content. Here, experience and the perspective from outside can work wonders.

In these cases, we are happy to be at your disposal and support the innovation team as well as the entire organization selectively as needed. Examples can be found on the following page.



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Concrete Measures

Innovation Workshops

In innovation workshops we support interdisciplinary teams of experts with our methods and structures of systematic creativity. Together we develop innovative solutions to the corresponding challenge in a short time.

Project Coaching

As a coach, we support internal contacts in the implementation of longer innovation projects. These can be, for example, design thinking projects for the development of testable prototypes.

User-Insight Generation

We support you in deriving user insights and thus directions for innovation. To this end, we conduct qualitative interviews and observations and derive key findings from them.

Inspiration Sessions

In short sessions, on site or virtually, we teach the basics of collaborative, innovative working. Thanks to targeted aha-moments, the participants reflect on their own behavior and receive concrete tools and principles for their work.

Hackathons

Working with a large group of experts in a short period of time to solve challenges and develop prototypes? No problem with a Hackathon! We provide support in the design, planning and implementation of the event.

Large Group Events

Large innovation projects require the collaboration of a large number of participants. We design an overall concept with you and lead the individual working groups to sustainable results.



Organizational Development

Sometimes innovation fails not because of deficiencies in innovation management, but because of the general structures of an organization. Especially the decision processes are a central stumbling block and have an influence on which results will or will not be achieved in the end.

For this reason, we support organizations as consultants and coaches in the transformation or evolution to more agile and self-organized forms of collaboration. Lengthy processes with hierarchical decision-making bodies can thus be replaced by more dynamic and faster alternatives.

Here we work together with innovation teams and decision makers who want to bring about change.

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How to find us?

You would like to talk about a specific request? You need more detailed information on how innovation management consulting works exactly. We are happy to support you! Just write to us at info@creffective.de and we will get back to you as soon as possible.

More information about us and our services is also available on our websites: www.creffective.de (in German) and www.creffective.com (in English).

On our [YouTube channel](#) you will also find interesting content.

Connect with our team on LinkedIn: [Florian Rustler](#) – [Isabela Plambeck](#) – [Jens Springmann](#) – [Vermie Vigilia](#) – [Daniel Barth](#) – [Nadine Krauß](#)