

INSIDE THE
STUDIO

Innovation is the fundamental ability to respond creatively to a shifting environment, and to anticipate the future by creating it.

If you walk the same path every day,
**how will you ever
see anything new?**

The Idea Factory was
born out of the realisation
that the evolving needs of
businesses, communities,
and governments in our
amazing world today demand
a totally different approach to
innovation.

This is what we see as Innovation. At The Idea Factory

Innovation = Ideas Implemented™



Designers gather ideas from unexpected sources of inspiration.

**They sketch and storyboard. They observe a great deal.
They ideate. They crumple balls of paper up and start over.
They prototype. They converse. They go away and
come back and go back to the drawing board.**

Finally, they have something that *flies*.

Our solution - a series of business methodologies and processes articulated from the instinctive process upon which design is built. What does this mean? Play in our space for a moment. Have you ever noticed how designers work? From film producer to toy maker to architect, what you will see in their search for innovation is an iterative process where eye, hand, mind, and heart all work together in diverging and converging cycles of exploration and amplification.

Our suite of trademark innovation products all bear the hallmarks of design, with the addition of fundamentals from business strategy, anthropology, scenario planning and theatre.

The result is a series of flexible, visual, generative processes that work at many levels and in many situations to shepherd you through the journey from inspiration, through ideation, to eventual innovation.

Let us share just some of these journeys with you. You might notice one thing in common in these stories - while you might not be able to anticipate the answers you'll get when you embark on a quest for innovation, you can be sure that where you end up will always be unexpected.

How do you get better when
**you're already
the best?**

Stand in a different space.

Changing Context: Discovering strategy
through immersion in different industries
in different phases of growth.



Levi Strauss Asia Pacific Division

The Asia Pacific Division of Levi Strauss & Co truly challenged The Idea Factory when it came to us with this question: How much further can you take someone when they're already the first name that springs to mind from Manila to Mexico when you think of jeans?

As we journeyed together to find the answer to that question, we used several key processes, one of which was the deliberate immersion of the Levi's team into the unfamiliar worlds of 'best-in-class' players in other industries. Consider this: Sometimes answers can be found by walking alongside someone who marches to

a different drummer. Can what makes for greatness in one world be transposed to yours?

In a carefully-designed program that layered discovery over discovery, the Levi's team integrated the insights they gathered to find that there were indeed new paths that could still be found to make the best even better. They concluded that one of several answers for them was not to rethink their apparel, but to rethink who they are. We were privileged to make these discoveries with them.

**How do you revolutionise your industry
when it hasn't changed
for 30 years?**

Walk with the man who pushes the envelope.

Customator: Consumer insight process to articulate tacit or emerging needs and wants in order to identify new opportunities for innovation.



Abacus Travel International Pte Ltd

Abacus is Asia Pacific's leading travel distribution system with an excellent growth record in facilitating reservations. But the sudden emergence of low-cost carriers in Asia, rocketing fuel prices and the proliferation of easy internet bookings have woven a web of uncertainty around the traditional travel business. Abacus wanted to know whether its industry - safe and predictable for over 3 decades - was about to undergo a massive revolution.

Abacus asked The Idea Factory to help it sense where the future could lie so it could strategise to stay relevant. But how does one predict what lies ahead? Our solution was to help Abacus catch glimpses of the

future by uncovering insights from non-typical travel agents and travellers. We found that people today are indeed undergoing a profound change in certain key areas - how they move, play, learn, and feel - all of which impact the way they're travelling as well.

These insights have given significant direction to the company's forward strategies, and so powerful has this Discovery & Insights process been that Abacus is now investing time and resources to making sure it internalises the process, such that it is constantly conscious of finding new insights about its stakeholders ahead of the curve.

When everyone is in a
different place on a continuum,
**where can
meaningful
conversation
take place?**

In the future.

Future Back: Experiential future-based process using provocative scenarios to uncover future pathways and opportunities in order to realise desired outcomes.

Microsoft



Microsoft Partners-in-Learning, Asia Pacific, Regional Advisory Council

Microsoft wanted their eminent Regional Advisory Council (RAC) to not only interact, but also to be open to collaboration and partnership. The Advisors are of exceptional intellectual calibre from different disciplines, with different languages and beliefs, and from countries at various stages of development. The challenge for The Idea Factory: what would stimulate deep conversation and bring out the commonalities in the group?

We decided to take them to a place that always excites discussion: the Future. With Microsoft, we designed a 3-day program that propelled the participants into plausible extreme futures through the use of multi-dimensional, multi-sensory experiences.

These included living the life of a globally-connected multi-tasking teenager where e-technology totally rules her life; contrasting the views of the changing needs of different generations; and the impact of the oil crisis on the world, extrapolated to the extreme. The question we posed: what if these scenarios became reality? What would education's response be in such a world?

Laden with ideas, the Advisors then debated the Future of Education - for themselves, for each other, and finally for their own countries and Microsoft. The resulting data from the combined brainpower of this group was humbling but exhilarating for The Idea Factory, as the Advisors brought us to new places in their journey of discovery.

Our world is changing fast. What do you do
when you realise your company needs a change?

The Idea Factory is all about innovation

Discover our world of possibilities...

We

PARTNER

for innovation

We

INSPIRE

innovation



We

DEVELOP

capabilities for innovation

Who we are

The Idea Factory was born in San Francisco, south of Market, in 1996. The Singapore office was launched in 2001 and became Global Headquarters in 2002.

Our purpose as an innovation services company is to enable businesses and corporations to achieve continued success through the use of our proprietary design-based innovation methodologies.

Our approach is multi-disciplinary and multi-dimensional, because we firmly believe in the value that differing perspectives bring to bear on any situation.

We're also strongly convinced of the power of the visual, and how it can empower idea generation by providing constant opportunities for moments of random connection that are behind so many great innovations. Wherever we go, we build small studios that we call charrette spaces to allow every idea to remain visible and inspiring, to be added on to, to be drawn upon, and to be moved around instead of being locked away on pieces of paper in a file of findings.

What we do

Our work and processes are continually evolving and being refined.

We customise our programs every time depending on the discoveries our clients need to make.

Our key strategies for innovation - through partnership, capability development and inspiration.

Partnering for Innovation

- New Value Creation

We partner our clients to create new products, services or business ideas from insights gained through our proprietary methodologies. We also apply our prototyping processes to test and refine those ideas to make radical new thoughts a reality.

- Strategic Envisioning and Foresight

We assist companies in rethinking strategy and direction using a different corporate planning process based on our methodologies.

Inspiration for Innovation

- Context and Content Creation

We design dramatic multi-dimensional, multi-sensory immersive experiences for our clients to engage them emotionally and intellectually. These provide multiple alternative lenses through which they can view the world.

Capability Development for Innovation

- Organisation Capability Development

We create innovation competency development solutions for organisations through a variety of customised programs. Each program, in which we share our tools and the processes used to generate innovative outcomes, is highly experiential and hands on. We also design systemic structures for innovation to be sustained within the organisation.

- Organisation Innovation Diagnostics

We also identify opportunities for innovation within an organisation through reviews of current work environments and processes against diagnostics that map existing systemic innovation. Our focus is on understanding the culture and company as an ecology to uncover what impacts the generation and implementation of new ideas.

What we believe

The Idea Factory has core beliefs that underscore all our work. These beliefs arose from our commitment to the design approach and evolved from our multi-disciplinary background. We believe that...

- Experiential knowledge transforms people in a way that cognitive knowledge cannot.
- Emotional engagement, rather than intellectual reasoning, is what fuels passion and drives action.
- Moving people outside their comfort zone stimulates learning and inspires new ideas.
- Foresight often leads to creation, while forecast assumes more of the same.
- Ethnographic observation provides insights not only to what people do, but also what they think and feel and their state of mind.
- All good design is human-centered, whether it is as complicated as a car, as simple as a chair, or as emotive as a film.

When you work with The Idea Factory, you can expect a little Jung, an occasional surprise, some journeys to seemingly irrelevant places and a sea of ideas and possibilities - all designed to shake things up to set off in your company.

Some of our partners

Every client engagement for us is a partnership and we have been fortunate to have worked with some of the most renowned groups in the world to deliver our processes for innovation.

- Abacus International Pte Ltd
- Accenture Pte Ltd
- Alexandra Hospital
- American Express International, Inc
- Bank Negara, International Centre for Leadership in Finance, Malaysia
- Boncafe International Pte Ltd
- Centre for Strategic Infocomm Technology, Singapore
- China Productivity Centre, Taiwan
- Cisco Systems Inc.
- Defence Science and Technology Agency, Singapore
- F&N Coca-Cola (Malaysia) Sdn Bhd
- Fonden INDEX:2005 Copenhagen
- GlaxoSmithKline Pte Ltd
- GreenDot Payment Services Pte Ltd
- Inchcape Motors Singapore
- Institute of Systems Science
- Johnson & Johnson Medical Asia-Pacific
- Kellogg's Asia Pacific
- Lenovo, Singapore
- Linden Lab
- Levi Strauss Asia Pacific Division
- Lexmark International
- Malaysian Assurance Alliance Berhad
- Maybank (Malayan Banking Berhad)
- Media Development Authority, Singapore
- Microsoft Asia-Pacific
- Ministry of Community Development, Youth and Sports, Singapore
- Ministry of Education, Singapore
- Ministry of the Environment, Singapore
- Ministry of Information, Communications and the Arts, Singapore
- Ministry of Manpower
- Molex Singapore Pte Ltd
- National Arts Council, Singapore
- National University of Singapore Computer Centre
- Neptune Orient Lines Ltd
- Nike Inc
- NTUC Childcare
- Procter & Gamble Asia Pte Ltd
- PanAsia Paper Co. Pte Ltd
- Philips Asia-Pacific
- Public Bank Berhad, Malaysia
- Roche Products Pte Ltd, Australia
- SABMiller, South Africa
- Siam Cement Group Chemicals
- Siemens Pte Ltd
- Singapore Indian Development Association (SINDA)
- Singapore Management University
- Singapore Polytechnic
- Singapore Press Holdings Magazines Pte Ltd
- Singapore Tourism Board
- SingTel
- Sonoco Asia

The Band

Just as a musical ensemble needs members with different expertise to perform, The Idea Factory's band pulls together a group of people of diverse backgrounds, capabilities, interests and talents in order to deliver a credible and commanding performance.







The Idea Factory

Strategy • Design • Innovation

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