



# Agilex Innovation Methodology (AIM<sup>SM</sup>)

Innovation is part art and part science – high-tech/high-touch. Agilex blends components of both domains in a framework that provides organizational assessments, personnel training, and an innovation game plan tailored to your organization. We understand that there is no perfect innovation paradigm that can be applied to all organizations, however, we have the next best option: a unique innovation practice, developed based upon your organization's needs and capabilities, so it is the best for you!

Realize the  
*Value of Information*<sup>SM</sup>

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# Benefits of AIM

This paper describes Agilex's Innovation Methodology, AIM, which enables organizations to seamlessly integrate innovation into their functional processes. AIM is a results-oriented framework of actions and insights based upon years of experience and research by Agilex employees. It will unleash the innovative energy of your organization. Benefits to the Agilex approach include.

- Results in a tailored innovation practice that cannot be duplicated by anyone else. We build upon your organization's unique culture and people, including this personality into the solution.
- Eliminates the normal obstacles to implementation for an innovation practice.
- Applies across all aspects of organizational performance: products, people, and business functions.

# Activities Supported by AIM: The “What”

AIM contains five overarching activities (what) that are performed employing three behavioral tenets (how). Most business process re-engineering activities fail because they focus solely on what to do, but not how to do them. However, Agilex understands the importance of both in creating a successful innovation transformation effort.

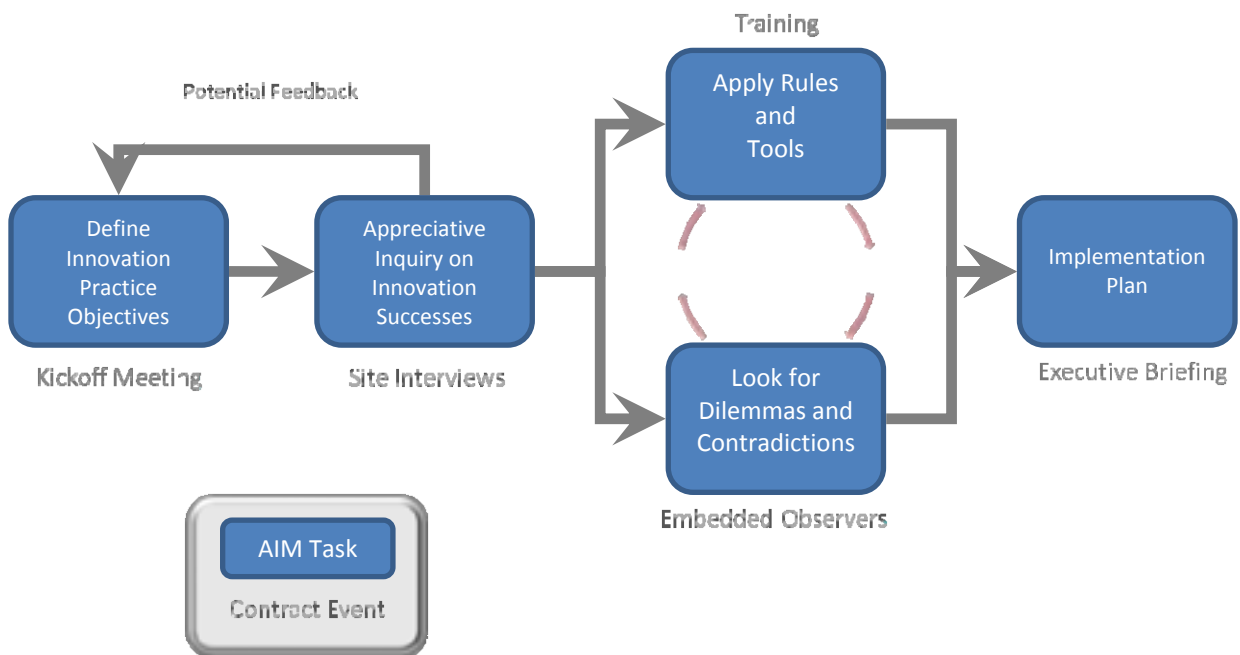
The workflow of AIM is not necessarily linear. The tasks may be iterative, refined, and nested, however, they each provide a crucial aspect of the innovation practice development:

1. **Define program objectives.** Have an aim! Define an innovation goal tailored to your organization; create a sense of urgency; establish metrics for success; and identify stakeholders and champions. There are many potential ways in which innovation may help your organization – you need to set your priorities early.
2. **Identify and document existing innovation best practices within your organization.** Leverage successes of action and intellect of your own people. Any successful transformation effort must have some linkage to your organization’s culture.
3. **Look for dilemmas, contradictions, unhappiness, and problems.** These are opportunities for quantum innovation. By pursuing and examining conflict you maximize your chances to create real impactful solutions.
4. **Apply rules and tools to augment best practices of your organization.** Expand your portfolio of problem solving techniques by applying handpicked rules and tools from the extensive Agilex library of innovation enablers.
5. **Create an implementation plan for the solution.** Creativity is a spark, but realization of innovation value requires hard work and a practical plan. Consider incentives and metrics from the very earliest discussions.

# Workflow for AIM

The five AIM activities may be executed in a variety of ways, depending upon your organization’s goals, culture, and demographics. The flowchart below shows the mapping of the five AIM tasks to five nominal contract events.

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# How We Perform AIM

AIM defines three behavioral tenets (how) to follow during the activities detailed above.

1. **Communications is the X-factor.** We teach your people how to listen; a rare commodity these days. We deal with perceptions; they are as important as reality. Discussions of assumptions and motivations create a web of understanding that is often neglected by organizations.

Techniques and insights used to increase the probability of your real message being heard are discussed and used by our facilitators.

2. **Be incrementally aggressive.** Take small and clear steps, early and often. You cannot think your way into a new way of acting. You must act your way into a new way of thinking. Look for and the build upon early successes.
3. **Embrace and create cognitive diversity.** Cognitive diversity comes from having a wide array of individuals with different backgrounds, educations, training, and life experiences working together in pursuit of a common cause. However, you must manage its potential liabilities to exploit its untapped benefits. The net result will be the cross-application of proven solutions from disparate domains creating powerfully creative approaches. We focus on catalyzing learning as the spark for innovation.

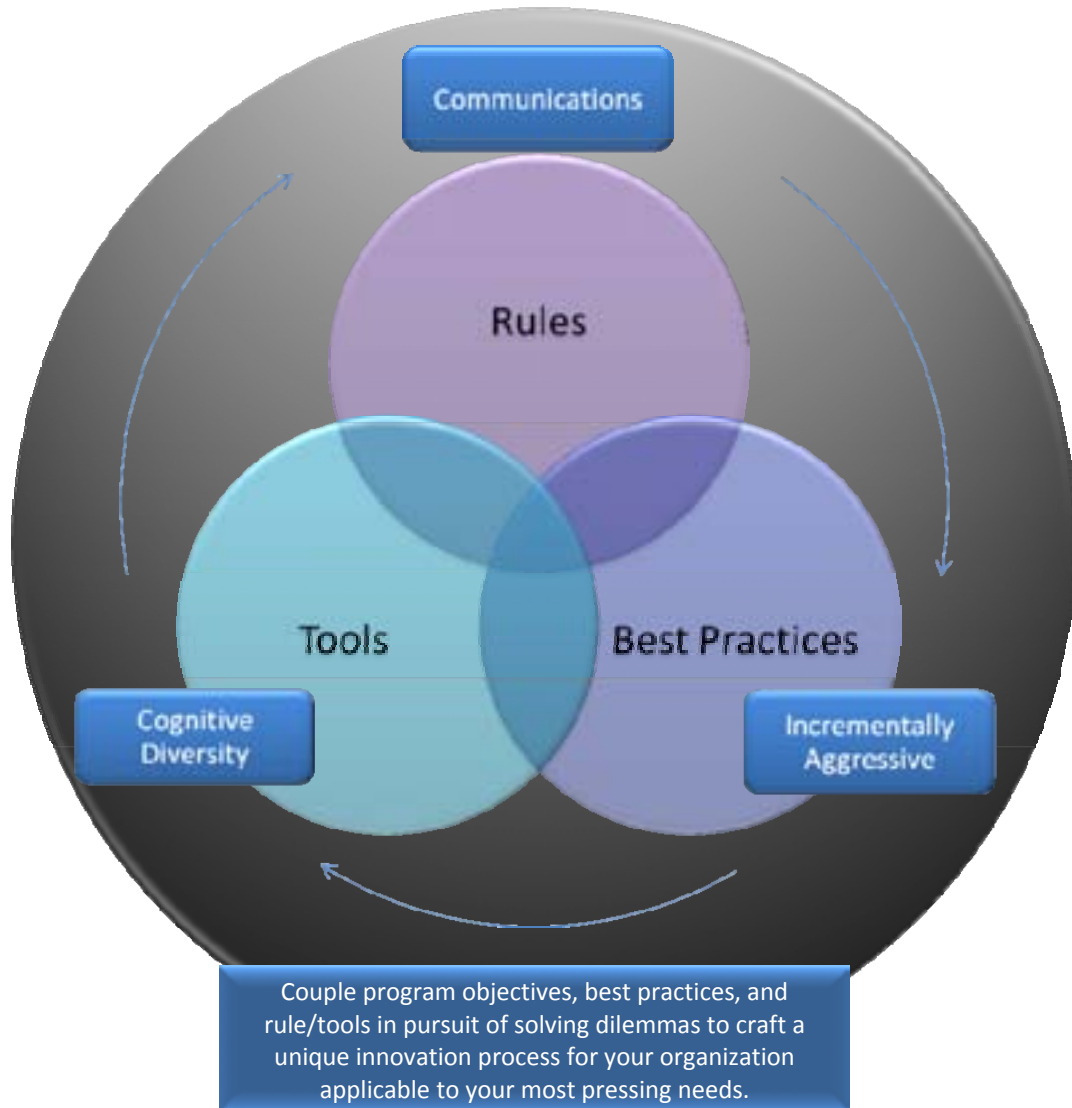
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# Products from AIM

When Agilex is finished, your organization will receive an Innovation Manual that contains the following items:

- A concise document detailing your organization's innovation objectives
- An analysis and associated report of your organization's successful innovation processes and case studies
- Training material associated with personnel training conducted on innovation rules and tools focused in both practical techniques and universally useful behaviors of listening and learning
- A roadmap containing suggested procedures, policies, and processes to enable long-term innovation results

The figure below ties together the “what” and the “how” of the AIM framework.



The Agilex workforce has a long history of innovative solutions development and every Agilex employee is trained in the use of AIM. We are committed to empowering a “new school way of thinking” in every aspect of our internal operations and customer support.

At Agilex Technologies, we do not work your problems – we create an environment of innovation that encourages you to find and solve your own problems.