



9m Consulting

Building Environments of Innovation

What is 9m Consulting

9m began its focus on innovation and creative thought after watching numerous corporate efforts fail to provide anything beyond limited, incremental changes. Observing that the speed to market and project lifecycle are compressing in today's environment, we realized that the strongest path for organizational long-term viability is through innovation. This led to the genesis of the 9m Innovation Model which was designed to cover the entire lifecycle of a project focusing on four key creativity stages: culture, process, change, and leadership. Combining elements of agile project management, lean, and design thinking with research-based insights, the model produces simple, yet highly effective results.

Need for Innovation

While the average lifespan of a company used to be more than 60-years, that number has shrunk to less than 18-years. Our economic system is not helped by growth, but dependent upon it. Growth has an inherent link to innovation as the main driver for value. This value can be in the form of new products, strategies, or even solutions to the problems that the world is currently facing. The days are over of being able to ride out a single product or good idea throughout a career and the path to sustainability is through innovation.

The Benefits of the 9m Innovation Model

We have watched our clients take advantage of opportunities in the following areas:

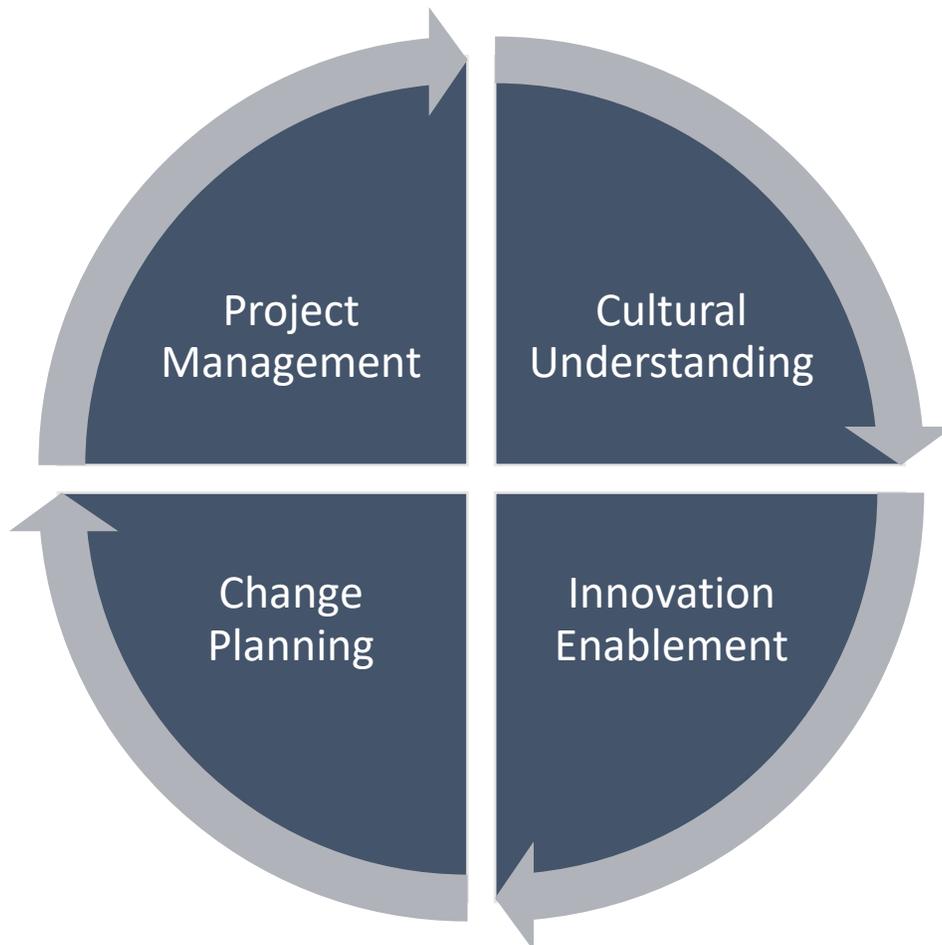
- Improved team morale and an attrition decreases of 10%
- An increase in idea creation by 78%
- Being able to achieve time to market by an average of 46 days
- Enhanced project accountability and change management reaching an 82% project success rate



The 9m Innovation Model

9m's innovation model is more than a process, but a strategy that will help guide your organization into becoming the market leader. It is a research-based methodology that has been validated in the field.

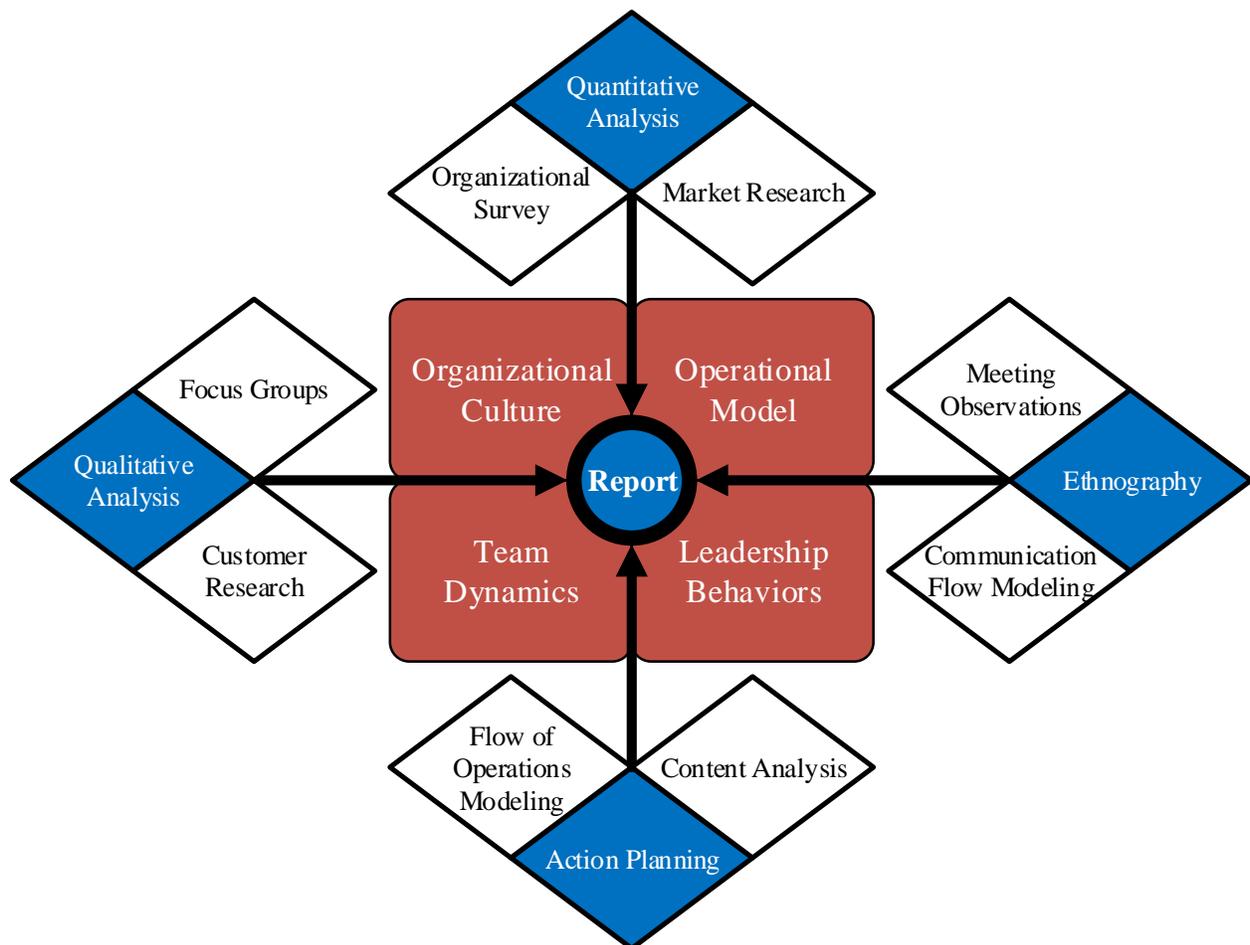
Beginning with culture, 9m diagnoses the current environment and impediments to innovation. Next, the focus moves to customize facilitated events that focus on creative pinnacles in areas that range from strategic planning and business development to problem-solving and product development. With creation comes disruption and 9m shifts its attention to change management planning by guiding clients through a change simulation model. Lastly, 9m helps execute the creation process applying a comprehensive agile project management approach.





Innovation Environment Assessment

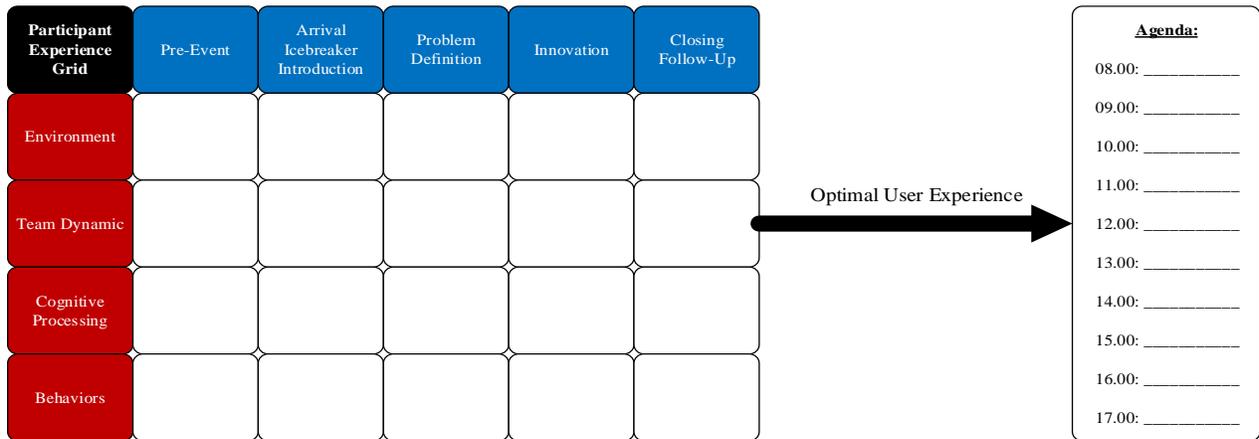
Disruptive change cannot occur without an understanding of the roots of the organization. 9m will evaluate the operational model, office set-up, team interactions, and leadership behaviors using a variety of approaches. The assessment model focuses on the four key evaluation areas of Organizational Culture, Operational Models, Team Dynamics, and Leadership Behaviors. Within each evaluation area five key attributes are analyzed using a variety of methods to include: Interviews, Focus Groups, Surveys, Observations, and Market Analysis. The end product is an assessment report with high-level strategies to enhance innovation performance. This typically takes three weeks to perform the assessment and to compile the findings.





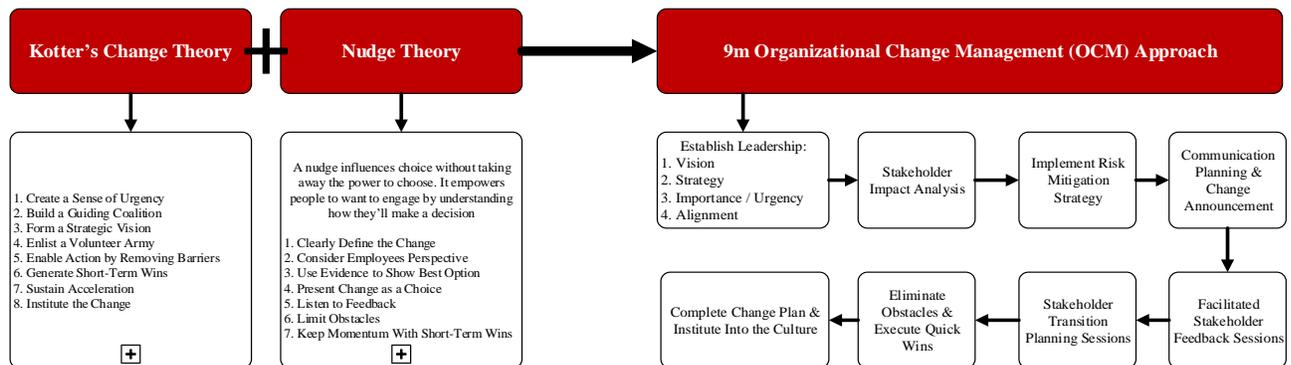
Session Design & Facilitation

The creative spark is a pinnacle moment when the lightning bolt of clarity reveals itself. 9m has dedicated 20-years of research and practice on understanding how to enable that moment in others. With research-backed methods and facilitation mastery, 9m will design and facilitate a personalized experience for your team that will unlock the insights and concepts needed to create a disruptive change. This typically takes one to five days in a live session.



Change Management

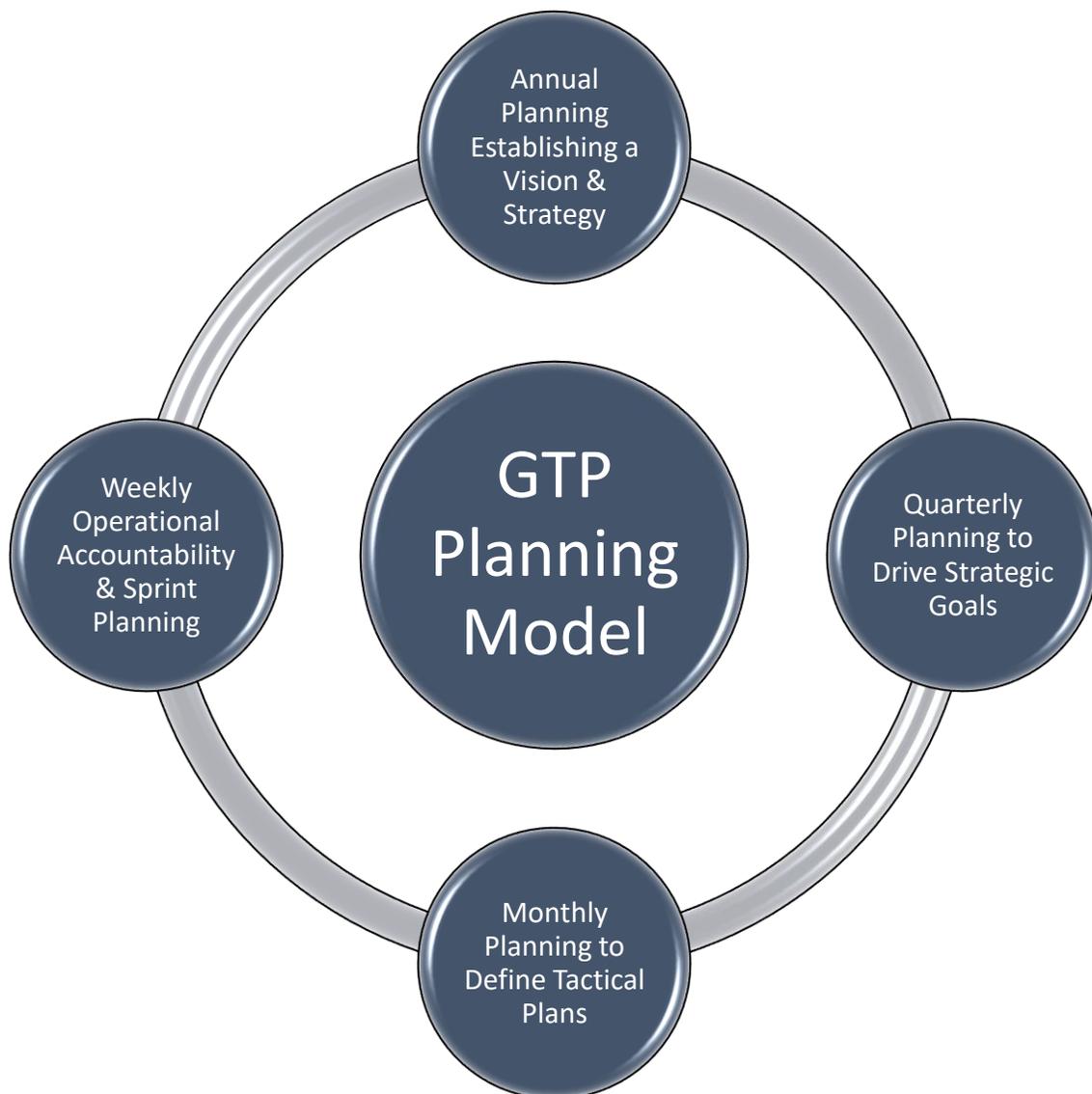
With each great creation comes the need for change. 9m will guide the client through the change management process using a simulation to help identify risks, issues, and opportunities that will be experienced. The product is a change management plan and typically takes three days to perform the facilitation and development of the plan.





Guerrilla Tactical Planning (GTP)

Once you've identified the roadmap of where you want to go, 9m's signature planning model, GTP, will manage that journey. An agile project model that establishes an aligned planning structure connecting an organization's concept and vision to its weekly deliverables, the process is centered on team planning which elicits organizational wide engagement, accountability, and ownership. The product is a facilitated planning session, the designed project plan, and the execution of the first month of the planning.





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Contact 9m Consulting



Matthew D.M. Watson, Ph.D., PMP, is the founder and Principal of 9m, a worldwide innovation consulting firm based in Boise, Idaho. He began his career in the United States Air Force as a forward-air-controller, serving in the invasion of Iraq with the 101st Airborne Division. Following Matt's service, he worked with the Bechtel Corporation as an organizational development project manager and training director then later with Hewlett-Packard as a business strategy project manager. He obtained his

Bachelor of Arts in Organizational Leadership from Chapman University and Masters of Arts in Learning Technologies from Pepperdine University. After spending the first half of his career specializing in organizational development, project management, and lean process improvements, Matt focused his mastery on the creative and innovation processes while completing his Ph.D. in Global Leadership and Change at Pepperdine University. There he was able to refine his innovation model while completing his research on the enablement of innovation. He is the author of "Fear and Loathing in the Accountable Culture" and "Common Strategies and Practices among Facilitators of Innovative Thinking in Organizations."



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Who We've Partnered With



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