



### **Innovation is No Longer an Optional Business Strategy**

Do you find yourself caught up in cost cutting measures that never lead to real business growth? Are you trying to do more with less? If your organization isn't innovative, you can be sure someone else is. And that someone just may be your competition.

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*"We cannot solve problems  
with the same thinking we  
used when we created them."*

*Albert Einstein*

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More and more, companies are realizing that innovation is the path back to growing revenue and profits. A recent Georgia Tech study found that businesses with a primary strategy of innovation have double the profit margin of those with a primary strategy of keeping costs low.

NC State Industry Expansion Solutions (IES) can assist your company by helping you generate fresh ideas for innovative new products, profitable offerings and services. We are leaders in the area of facilitating Innovation Engineering® and can help your business build a culture of regular and systematic growth.

Innovation Engineering is a proven and tested system. It includes roles, creativity tools, software and a step-by-step process to generate WOW innovations. It can help transform a random event into a reliable, scientific system for accelerating profitable products, services, customers, markets, processes and business models. Using this process has been documented by some organizations to increase speed by six times and decrease risk by 30 to 80%.

### **What's in it For You**

Innovation Engineering is designed to accelerate a continuous flow of innovation—big or small—to address your department's, division's or company's important problems and/or opportunities. The process may be used on major innovation projects that have a dramatic impact on sales and profits or minor projects, that help transform the culture.

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*“Innovation Engineering has brought order to the chaos of product development ... with proven math to make informed decisions, quickly qualify ideas and make them real.”*

*Mel Radford, Chief Executive Engineer  
Livingston & Haven*

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Studying Innovation Engineering teaches you key elements of the engineer’s mindset: curiosity, discipline and how to delve deeper. It teaches you how to use writing and math as a thinking tool. It teaches you the power of stimulus mining, collaboration, experimentation and systems thinking as methods for problem solving existing challenges and creating new ideas that you can use to proactively lead your organization.

Innovation Engineering, however, does not make you an engineer. That is a title reserved for those who have passed the requirements set up by engineering trade associations for certification as a Professional Engineer.

When you enable yourself or your employees with strategic clarity, education and system support, a level of transformation may be quickly realized. Statistically significant increases have been documented among employees in optimism, courage and pride of work.

The result: everyone wins.



Industry Expansion Solutions (IES) is the engineering-based, solutions-driven, client-focused unit of NC State University. Our broad portfolio and deep industry expertise help organizations grow, innovate and prosper. Our extensive partnerships with business, industry, education and government generate a unique culture of collaboration that provides access to cutting-edge expertise, research, and technology.

### **Grow Your Business With Confidence. Contact Us Today.**

Visit our website: [www.ies.ncsu.edu](http://www.ies.ncsu.edu) to find the IES Regional Manager nearest you. Contact us by phone: 1.800.227.0264 or email: [iesservices@ncsu.edu](mailto:iesservices@ncsu.edu)

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