



Case Study

Small Organization Needed an Innovation Injection

Situation

The 50-year-old company was steadily declining. A new leader – from outside the industry – was brought in to turn things around.

Challenge

The organization had a lot of long-term employees who were very comfortable with the way things had always been done. They were unsure of the new leader and had a way of dragging their feet.

Resolution

All employees attended a 2-day Sparkshop. The Sparkshop provided employees with a structure that enabled them to:

- Generate new ideas
- Collect diverse perspectives
- Connect and refine concepts
- Attract a project team
- Build a project plan
- Implement and sustain new organizational innovations
- Measure progress

The Sparkshop generated 7 process improvement projects with a organizational savings of more than \$785,000. That success changed the culture of the organization. Today, more than 15 years later, the company still holds annual Sparkshops and measures success in terms of participation, annual savings and increased sales.

