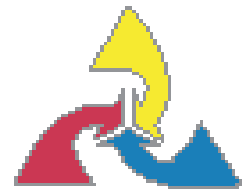


Working Hand In Hand...  
To Create Your Future



**AIT Group**  
Create the Future  
[www.theaitgroup.com](http://www.theaitgroup.com)

## Breakthrough “Advanced Ideation”

### PRODUCING NEW SOLUTIONS FOR A CHANGING WORLD

*“Successful innovation in corporations requires a supportive culture, consistent processes, talented people, and a commitment to learning. Learning guarantees the continual renewal of the organization. Continuous improvement is a trap, because it lulls us into thinking we can always get more out of our current processes. Breakthrough provides the means for examining these processes and deciding which can be improved, which must be re-engineered, and which must be disregarded and re-invented altogether. Using Breakthrough across the organization results in a common language for innovation, and a common process of continuous renewal.”*

**Dr. George Land**

How can we predictably create innovations? Is it possible to have creativity on demand? How can we plan and be certain that the solution will not require rework? How can we feel confident that we addressed the right problem, gathered the right facts, put forth effort in the most critical areas, evaluated our ideas against the appropriate criteria, and assessed risk and contingencies with sufficient rigor? The answer is by applying an effective and disciplined team creative process.

Innovation on demand is a problem every organization faces, and while many companies may tout “Total Quality Management”, “Lean Six Sigma” and Innovative Teams”, there has been no uniform way (systematic approach) to implement innovation - Until Now.

### OUR APPROACH TO BREAKTHROUGH “ADVANCED IDEATION”

AIT Group’s FarSight Innovation Advanced Creativity process draws on Dr. Land’s over forty years of in-depth research with extraordinary creative individuals and groups. It allow a team of multi-disciplinary people to delve deeply into the inner workings of any process or product and discover entirely new and different approaches. FarSight Advanced Creativity goes far beyond the usual brainstorming, divergent thinking techniques and has an very high rate of success in developing patentable innovations.

The process of generating creative ideas, let alone breakthroughs, has long been considered the mysterious realm of geniuses. Yet from the natural world, clues can be found that reveal a universal creative process of growth and change. In nature, “Total Quality” is more than survival; it is innovative growth. What can we learn from nature’s four billion years of experience in “Continuous Improvement”?

### Benefits of Breakthrough “Advanced Ideation”

- **Learning of new tools and methods to create new paradigms**
- **Cross-discipline interaction providing diverse perspectives and resulting in new-found knowledge**
- **Entirely new and different ideas to solve the problem and realize the opportunity at hand**

### DELIVERING TOMORROW’S RESULTS TODAY

The secret is to call on the synthesis or cross-over solutions from very different bodies of knowledge. An answer from photosynthesis could apply to a marketing innovation. A solution derived from anthropology could be applied to an engineering problem. An atomic level semiconductor problem can be resolved with a parallel from religion.

The result delivers a highly effective team creative problem solving tool that automatically documents the process and the solution. With this proven process, innovation on demand is now possible.

“The FarSight Innovation method expands a team’s creativity to open up the box of future possibilities; it explores and brings clarity to a rich diversity of ideas, and allows a group to quickly come together around the prioritization of initiatives. I highly recommend the FarSight Innovation process to any group/organization wrestling with the realities of constant, discontinuous change.”

Craig Schrottenboer, Sr.VP  
Herman Miller

For more information on  
AIT Group’s Innovation  
service please call:

**888-826-2484**

### AIT Group Service Areas



**COMPETITIVE  
STRATEGY  
& INNOVATION**



**VALUE &  
OPPORTUNITY  
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**LEAN SIX SIGMA  
& DFSS DEPLOYMENT**