

# Innovation

## Business & Office Furniture

### Market :

Business & office furniture

### Client :

Revenue : \$1.5B

Customers : Medium and large offices

### CLIENT ISSUE

A well recognized business and office furniture manufacturer was experiencing flat growth for about 8 years. There was a feeling of lethargy within the company. Over time, brand value continued to erode because of no new product offerings to enhance the workplace environment. Customers were demanding improved quality and new designs to offer more functionality and comfort.

The company leadership realized the need to re- create an innovative image for the company and provide a comprehensive design system - instead of selling furniture.

### SOLUTION / APPROACH

Search for a new business model:

- AIT training and facilitation
- Changed the business model from making office furniture to making office environments
- Numerous Emergent Strategic Priorities sessions with customers about their needs for office environments resulting in a **new product: an office environment design process**

Develop a new product to impact occupants of executive offices

- Numerous Emergent Strategic Priorities sessions with executives
- **New product: an office chair that is customizable**



- The client grew at a rate of 20% per year over the next 5 years after the workshops; whereas, client growth had been flat for the 8 previous years

- The Client achieved a reputation for innovation and the capability to produce innovation on a regular basis

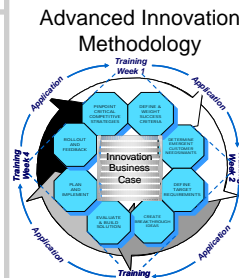
*"It allows a team to use its creativity to open up the box of future possibilities, it explores and brings clarity to the rich diversity of ideas present in each of us, and allows a group to quickly come together around the prioritization of initiatives. I would highly recommend FarSight's process.."* Craig Schrottenboer, Vice-President, Herman Miller, Inc.

Europe

North America

Asia/Pacific

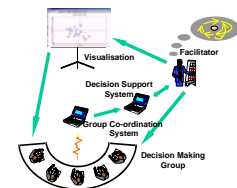
### We used a number of different tools & methodologies



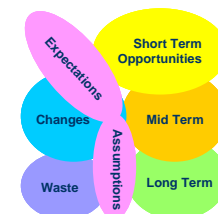
Breakthrough "Advanced Ideation"



Collaborative Decision Making Technology FarSight Pro Technology



Customer Deep Needs Analysis



Collaboration Matrix and Innovation Opportunity Portfolio

