



Systematic Inventive Thinking

Building an Innovation Culture

Our Perspective





SIT

Systematic
Inventive
Thinking



SIT is a privately owned innovation company, established in 1995, headquartered in Tel Aviv with offices and affiliates on five continents.



85 innovation experts from diverse professional and cultural backgrounds, sharing a passion for innovation and for helping organizations and the people within think and act with more agility.

Our Promise

We help companies succeed by achieving self-sustaining innovation, both immediate and long-term.

To do so, we use our proprietary method, also called SIT - Systematic Inventive Thinking®, to provoke novel thinking and manage the organizational change needed for its implementation.

SIT is used by over 1100 companies in 72 countries



Some SIT results that you might recognize

From challenges & opportunities to measurable business results and impact



Business transformation through new channels, touchpoints, and products
“In under three years we achieved a complete turnaround for the business.”

Marie Pierre Ambroggi, Head of International Marketing, Nestlé



SIEMENS



Innovation for Productivity
85% efficiency increase

As floating platforms for oil & gas drilling continues to grow as a sector, power supply becomes more critical. Siemens innovated the fastest turbine switch on the market, reducing downtime from 7-10 days to less than 24 hours.



Revolutionizing E-commerce

The leading technology behind secure online transactions and chip credit cards, SecureSuite technology continues to be the cybersecurity backbone of both Visa and Mastercard’s “card not present” transactions. This, and its expansion into corporate payroll, **increased sales by 300% in just 3 years.**



Innovation Culture and Practice
1000 innovation agents

Created and continue to support a cross functional global network of more than 850 Innovation Coaches & 100 Ambassadors promoting cultural change to enable Bayer’s mission of Science for a Better Life.

Some SIT results that you might recognize

From challenges & opportunities to measurable business results and impact

P&G



New product line to enter a new category

The NOTICEables platform for the Febreze brand was hailed as a breakthrough innovation, helping P&G expand into CPG's Air Care category and secure an impressive **25% market share in just 4 years.**

Johnson & Johnson



Innovating across the portfolio

\$5.5B growth

A decade of work with one J&J OpCo resulted in growth from \$2B to \$7.5B in annual revenue. Halfway through the process, an external audit estimated that 5 initiatives from our first few months of work accounted for more than **\$250,000,000 in year-over-year growth.**

DAVIPLATA



Digital transformation

DaviPlata became one of the world's first electronic wallets, winning the 2012 Harvard Business Review / McKinsey M Prize for Management Innovation. After just 18 months in the market, the bank acquired **460,000 new customers** who had previously been unbanked and platform users had conducted upwards of 100,000 transactions.

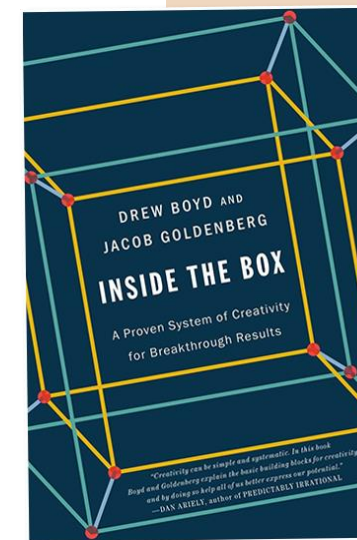


What is the Systematic Inventive Thinking™ Method?

SIT is a **step-by-step method** with a complete set of **tools, principles and workflows**. This **structure and discipline** makes it a repeatable practice that doesn't require the innovator to wait for inspiration or moments of serendipity. This ability to *Innovate on Demand™* is a skill that any individual can acquire.

The most basic principle of the method is called **The Closed World**, which dictates that when innovating, the focus is on **utilizing existing resources to create new value**. To find new ways to use these resources requires breaking cognitive fixedness – the typical way one perceives these resources and their roles within the system. Our systematic process forces the user to break fixedness to arrive at solutions which fall within the Sweet Spot of the current business – far enough from the current to be interesting and innovative, but close enough to be feasible and implemented in the most efficient manner. This is what we mean by *“Innovating Inside the Box”*.

Fixedness is broken by applying a unique set of Thinking Templates to the existing system. These templates were identified through academic research in the 1990s and published in peer-reviewed journals. The research shows that if one of these templates is embedded in a product, solution, or process, its chance of **market success increases to nearly 80%, thus removing much of the risk typically associated with innovation**.



The SIT Approach - Fusing Leading Methodologies

The strength of the SIT Method has been proven both academically and in the field, across a wide range of industries. It helps companies overcome barriers to innovation, to generate innovative yet practical ideas and lead them to implementation and substantial business results.

As we have evolved, SIT LTD. has integrated into its innovation process the most effective elements of Design Thinking (DT), Business Model Canvas (BMC), TRIZ, and Lean Startup (LSU), to enhance the power of the method.

An Agile mindset, and some accompanying tools, underlies the overall approach.

This “blended toolbox” ensures maximum flexibility and ensures that companies can always leverage the tool that is most appropriate at any given time.



“ We’ve seen companies achieve very impressive results using a method called Systematic Inventive Thinking. It represents a complete overhaul of traditional brainstorming, replacing the creative free-for-all with a highly disciplined “inside the box” approach.”

“Finding Your Innovation Sweet Spot”



“ Sure, creativity involves seeking new ways of thinking and new frameworks for shaping ideas, but sometimes people need a road map to get there. SIT provides a framework for analytical thinking...The goal is to give ideas enough flesh so they can get going to the market. Even some of the biggest technological advances of recent years, like the Internet and the cellphone, weren’t so revolutionary that they couldn’t have been developed using SIT.”

“The Brainstormer”

THE WALL STREET JOURNAL.

3 Pillars of Innovation

To ensure that innovation is delivered with highest impact, SIT works with you in 3 modalities:



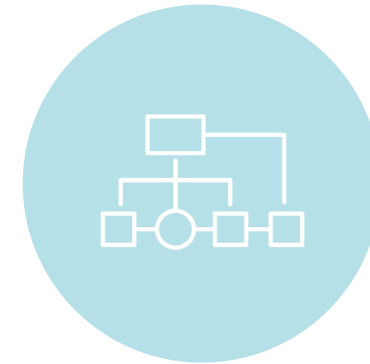
Facilitation/Moderation

Specific quantifiable innovative *outcomes* will be generated and executed.



Training

People will acquire the *ability and inclination* to think differently when needed through a *proven innovation tool set and the support for using it to achieve business results*.



Consulting

Organizational *Structures, mechanisms and processes* will be put in place to support and sustain a culture and practice of innovation.

Why SIT?

1) Agility

Our approach is used **for any topic** that can benefit from innovation, whether growth, productivity or solving tough problems. It is also agnostic to organizational hierarchy and is just as powerful for executives on developing business strategy as it is for plant workers or bank tellers when troubleshooting their daily challenges, opening their eyes to new opportunities. This **common innovation language** spoken by everyone in your organization aligns them to achieve your business goals more efficiently.

2) World Class Team

Our 85-person team has worked in more than 70 countries **across cultures and every imaginable industry** and company size/organizational structure. We are headquartered in Tel Aviv where we teach visiting multinationals how to bring a **“Start Up Nation” mentality** to their organization. We also bring this mindset everywhere we go, which may be the reason why we are consistently rated among the top collaborators in Harvard’s Innovation Lab.

3) Multi Toolled

All we do for the last 23 years is innovation. While it all started when we innovated a new-to-world method for innovation, Systematic Inventive Thinking™, we have made it our duty to learn other methods along the way. This is why we combine the best tools from **SIT, Design Thinking, Business Model Canvas, Agile, and Lean StartUp, applying them when most appropriate** in any given situation.



Why SIT?

4) We are Bi-modal

Our method began in the **engineering** discipline, but from our company's earliest days, we have been working in **marketing** and advertising fields. We have worked with more than 200 **communications agencies** around the world, both helping them win awards for the creativity & effectiveness of campaigns and bridging the gap through joint client-agency work. It is our proficiency in both languages and our accessibility to both disciplines that makes our work so productive.

5) Always Combine Results and Culture

We insist on having **tangible results even in culture-driven programs** and vice versa. We have global experience in hundreds of companies and organizations combining training with hands-on work to obtain immediate tangible results.

6) We've Done This Before

Most importantly, perhaps, is the fact that we've already helped multinationals develop sustainable cultures and practices of innovation. We've learned from hiccups in programs we led in our early years and in those that other consultancies have developed for companies before we were called in to help – and have pivoted to smoothly deliver highly successful programs in their wake. Our most successful programs have us in a multi-faceted role **combining consulting, facilitation, training, and mentoring.**



Thank you!

EDITH GORRITI

ACCOUNT MANAGER & BUSINESS DEVELOPMENT

Email: edithgorriti@sitsite.com

Head Office Number: +972-3-545-6040



16 Tozeret Ha'aretz St. Tel Aviv 6789110, Israel
Tel: +972-3-5456000 Fax: +972-3-5456001

