

CASE STUDY

1.0 Background

We gain access into the virtual world through a multitude of devices. Whether it is your computer, television, or mobile phone, there is a display. Breakthroughs in display technology enable dramatic shifts in product design and consumer experience.

2.0 The Challenge

Every device has different display requirements. The challenge for a display technology company like **iFire** is to convert innovative ideas into marketable breakthroughs faster. The pace of their innovation is the lifeblood of their business.

3.0 The Challenge

Using finite internal resources, experimental ideas had to be transformed into marketable breakthroughs. Their staff of scientists, engineers, and technicians experiment with the latest materials, process, and equipment with the end goal of a creating breakthroughs in display technology.

The organization needed to be rallied around improving the lead time of their most critical process - the experimentation process itself.

4.0 Approach

Principles of Strategy Deployment were used to create cascading organizational goals in partnership with all levels of management. Specific activities critical to innovation were identified, mapped, and redesigned to be more effective and efficient. Critical failure modes were itemized. Specific skill requirements were identified. Vital communication paths were highlighted. A standard approach to brainstorming and experimentation was deployed organization-wide. Targeted improvements were made at specific points in the process. Preventative maintenance programs were rolled out.

5.0 Results

The lead time to complete experiments was cut from 7 weeks to 2 weeks. Innovative ideas could be converted to marketable breakthroughs 70% faster. More data was collected from far fewer experiments. Poorly run meetings were converted into productive hours of collaboration. Equipment uptime was increased by 35%. The capability of test equipment was improved by 30%.

The organization was galvanized by a common path forward. People were empowered. They could finally relate their work to the goals of the organization.