



Innovation Strategy and Solutions

Innovation is integral to our society and is occurring in every industry, especially in technology and learning and development. But which innovations are best for the learner's moment of need? Which innovations are best for the organization's end goal or learning challenges?

GP Strategies® actively researches innovations, using an evidence-based process to create and capture the right innovations that have real impact on business goals.

5-Step Innovation Process

GP Strategies uses a 5-Step Innovation Process to help organizations harness new, disruptive technologies and innovations:

1 DISCOVERY

Look at the business, organization, and industry for ideas, inspirations, technologies, pain points, and trends.

2 REFINEMENT

Link the idea, inspiration, pain point, or trend to a business need and hypothesize the impact, followed by prioritizing efforts.

3 EXPERIMENT

Design an approach to experiment, test, and learn.

4 REFLECT and SHARE

Reflect on what was learned, questions answered, potential applications, and share across the organization.

5 INTEGRATE

Progress viable innovations from concept to relevant business practices.

Bringing Innovation to You: Establishing a Dedicated Innovation Center

GP Strategies partners with organizations to create physical and virtual Innovation Centers where learning and development teams can explore, innovate, pilot, and refine without disrupting critical day-to-day activities. If you are curious and want to work with emerging methodologies, technologies, platforms, and approaches, we can help you make the space without compromising the needs of the business.

Innovative Solutions in Action

We use these solutions for our clients... and ourselves! We have created an internal Innovation Center—the GP Strategies Innovation Kitchen. Here's how we've applied innovative solutions with our clients, mapped to real business outcomes.

Gamification and Microlearning for Increased Customer Engagement

In gamification, game elements are added to the learning experience. One such element is prestige awards, like badges or points towards leaderboards, to motivate learners to complete a course, read a document, meet with a mentor, or engage in other non-game learning tasks.

A hardware retailer had a need to improve customer engagement for new sales representatives. Considering the limited time employees had, GP Strategies combined a microlearning strategy with gamification to create a customer engagement simulation. Employees are rewarded for their performance in the game and are matched against peers.

This type of solution has a variety of **impacts**:

Increased Learner Motivation

Learners gain points and badges.

Engagement

Games present and reinforce concepts and content.

Repetition

The games can be repeated for additional practice and improved results.

Competition

Learners challenge themselves to get the best results.

Challenge

Learners often play multiple times to demonstrate mastery of engagement concepts.

Augmented Reality and As-Needed Training for Improved Sales Skills

Augmented reality (AR) is the ability to view the real world, enhanced by the overlay of digital data through an assistive device. AR can be used in any context where proximity-based information would be useful as the physical point of performance or learning.

A major auto seller had a need to improve the sales skills for new associates. GP Strategies created an award-winning, in-dealer sales training program that combined as-needed training strategies with AR-enabled magnetic stickers. The magnets are used by product trainers who deliver in-dealership training as part of an activity. Sales consultants select a customer scenario, then use their smartphone or tablet with a preloaded AR app to point at the target image and tap their screens to access the associated digital media. The sales consultants are then tasked to craft and deliver a feature and benefit pitch that they share with their teams.

This type of solution has a variety of **applications**:

Showrooms

Provide up-to-date product and pricing information.

Classrooms

Provide learners with enhanced activities.

Showcases

Provide visitors with relevant information.

Company HQ

Provide new hires with onboarding information.

Factory Floor

Provide equipment-specific information.

Job Aids

Bring paper-based information to life with video explanations and 3D models.



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● ● ● Our partners are benefiting from capturing innovation.

For more information about our **Innovation Strategy and Solutions**, please visit www.gpstrategies.com