

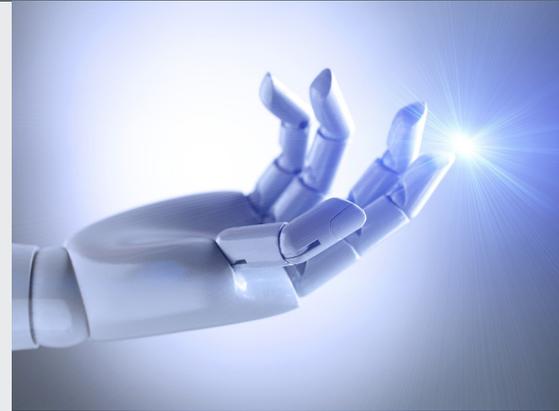


INNOVATION SERVICES

Whether a business has been around for decades or is just starting up, it is not uncommon for its leadership team to get caught up in everyday operations —striving to increase revenue, looking to reduce expenses, responding to challenges (new and old), and simply cranking out the work product.

The monotony of the daily grind can put a wrinkle in the excitement and passion that led to the business in the first place. What is uncommon for most companies is to take time to pause and reevaluate. Are they being effective, efficient and creative with their products or services to maintain their competitive advantage?

Heraclitus, a Greek philosopher is quoted as saying, “The only thing that is constant is change.” The world around us is changing everyday. It is important to understand how these changes are impacting your business. However, it could change the game if you understood the market and planned for change in a way that you become the leader as opposed to getting there with the market or worse, responding to the market. Proactively aligning with new technology and capabilities can help improve your product or service offerings, but only if you step back and can see what is possible.



INNOVATION

noun | in-no-va-tion | \i-n -'vā-sh n\
the action or process of making changes in something established, especially by introducing new methods, ideas, or products.

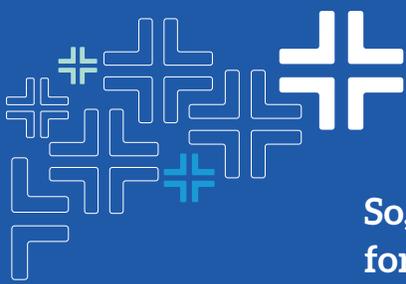
Innovation is not a new concept. The .com era was full of innovative minds introducing new ideas.

However, the term itself has become incredibly trendy in today’s business world. It is driving people to continuously think about what’s next as the status quo or ‘business as usual’ does not propel companies to the next level.

“About 60% of CEOs polled cited creativity as the most important leadership quality. Creative leaders are 81% more likely to rate innovation as a ‘crucial capability’.”



Global IBM CEO Study



So, what is your business doing to move the needle? Are you ready for different results? How do you incorporate innovation into your business strategy?

Strength is Innovation!



Fortunately, WithumSmith+Brown, PC (Withum) is not just your accountant or auditor or tax resource anymore. We want to be your business partner helping to move you forward. Withum recently invested in its own innovation exercise taking over 23 distinct teams of partners and senior managers offline to explore possibilities for our own business. 'Driving Innovation at Withum' generated some out-of-the-box ideas we are currently implementing related to product and service offerings as well as differentiating delivery internally among our professionals and externally to our clients. As an unbiased, independent facilitator, we can help your organization promote creative thinking and generate ideas in an open setting, allowing you to reenergize your business. Why settle for 'that's the way we've always done it'?

LET US HELP YOU!

- Hosted innovation sessions
- Research and collaboration
- Communication and reporting
- Tailored Innovation Plan

POTENTIAL BENEFITS:

- Generate excitement and buy-in from employees
- Identify new ideas for moving the business forward
- Explore internal capability and creativity
- Hold each other accountable for thinking out of the box



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WHERE DO WE SEE INNOVATION TODAY?



Engineers at Google are entitled and expected to use 20% of their time for their own projects, promoting out-of-the-box thinking with a positive framework.

Apple focuses on its portfolio and its capabilities, spending less effort and resources on capabilities that are less critical and more time and investment on exploring the next 'big thing'.

Even schools today are including "innovation" classes to promote children as young as 11 to create hypotheses, experiment, and get excited about generating new ideas even if they experience some failure along the way.

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