Navigator SM

Strategic New Product/Service Development Process

Structured Collaborative Process

Ascension Navigator SM provides clients across a broad range of industries with a strategic new product/service ideation process that includes an array of interactive, thought provoking exercises.

The process typically includes a cross functional team of in house executives with perspectives on company history, capabilities, competition, and marketplace needs/wants/challenges.

Navigator SM combines structured internal stakeholder new product/service ideation with best practice diagnostic survey research to validate new concept appeal, consideration, and purchase interest metrics.

The process also features collaborative development of a client specific weighted value model to prioritize generated new product/service ideas against a range of internal and external strategic factors. This overall process results in a prioritized list of highest potential new product/service ideas to drive internal development activities.

Objective Triangulation
is Key to the Innovation Process

Navigator SM uses a strategic "triangulation" process to ensure a 360° view of your target market. Our process includes interactive group exercises to stimulate new innovative ideation that considers internal, external, and competitive marketplace realities.

Internal Orginizational Perspectives

External Customer Perspectives

Marketplace Competative Perspectives

If you let your organization get complacent...
competition will pass you by!

Every organization has to keep itself relevant and compelling to customers and prospects alike to ensure consistent organic growth. To do this, your product and service portfolio must be refreshed with new and innovative offerings that:

-Align well with company brand image
-Leverage internal competencies and capabilities
-Deliver measurable value to the marketplace
-Help distinguish the organization from competition
-Deliver profitable revenue growth

Introducing Ascension Navigator SM, a structured innovation development process featuring facilitated cross functiional internal ideation and primary market research to validate and prioritize potential new product/service concepts.

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The Navigator ℠
9 Step Developmental Process

The cornerstone of the Ascension Navigator℠ process is a 1-2 day structured ideation coupled with diagnostic survey research. The process ensures an objective assessment of internal company capabilities as well as an informed view of competition relative to available products/services.

Each step of the process is designed to address key strategic issues critical to the successful downstream commercialization of profitable new products/services and line extensions.

Step		Activity Focus	Key Questions Addresses
1	Ice Breaker Excercise	Facilitated group warm up exercise focused on perceived industry innovations.	Why are we here? What do we want to accomplish?
2	Internal Capabilities Assessment	Objective evaluation of core capabilities using word cloud stimuli.	What do we do well as an organization?
3	Customer Needs or Wants	Facilitated exploration on participant perceived exploitable gaps.	What do customers need/want from organizations like ours?
4	Emerging Industry Trends	Discussion of noteworth category products + innovations.	What's hot? What's not?
5	Sucess Matrics	Exploration of financial, customer, operational KPIs.	How do customers win? How do we win?
6	Core Competencies	Discussion on how current products build off identified core competencies.	What can we own?
7	New Product/ Service Ideation	Structured strategic process of developing new product concept/bundles	What marketplace gaps can we fill?
8	Idea Prioritization	Strategic development of prioritization factors to drive ranking of new ideas.	Where should we focus first?
9	Diagnostic Research	Quantitative research to determine appeal, + purchase interest in new product/service concepts.	Why are we here? What do we want to accomplish?

To learn more about how Ascension can help raise you develop high potential new product/service ideas, content Craig Apatov, Managing Partner at capatov@ascensionstrategy.com or call 404-250-4547

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