



## The Power of $1 + 1 = 10$

Why do some organizations innovate on a repeatable basis and others do not? There are many factors that contribute, but a foundational differentiator is the application of what Infinium calls the formula of  $1 + 1 = 10$ .

$$1 + 1 = 10$$

**Insight + Imagination = Innovation Opportunity**

Discovering innovation opportunity has many benefits for organizations, from the creation of new markets and new products or services to the development of fresh visions and strategies that evoke new life into lifeless organizational structures. The most successful organizations discover opportunities for innovation by continually intersecting insights and imagination; it is not a one-time event, but an on-going process of discovery and application.

### It begins with insight.

Insights are meaningful pieces of information, knowledge and understanding that change your perspective and ignite new thinking. While many pride themselves on being insightful, most of us have a rather pragmatic view of the world. We develop a reality based on our limited experiences and beliefs. We bring these perspectives to our work, causing us to miss important insights because we're too wrapped up in what we think we know.

This happened for a technology solutions provider for call centers serving the financial industry. They hypothesized that a low percentage of senior-aged customers would use technology to access their account information, while younger generations would almost solely use mobile and online technology.

Infinium helped the company gain new insight through interactive research, which led to a discovery that opposed their original belief: seniors had more time and a strong desire to learn technology, and therefore were more willing to use technology compared to time-strapped, younger customers who preferred a quick phone call over navigating a seldom-used website.

That insight saved the company millions on potentially misguided investments and became the catalyst for new imagination, which led to innovation opportunity.

### Imagination flows from insight.

Insight opens your eyes, while imagination opens your mind. Of course, imagination takes a healthy dose of creativity, often inspired by the intersection of seemingly unrelated insights. Here are some familiar examples:

- Insight** | At home, people watch movies with their feet propped up while eating dinner.
- Imagination** | Movie theaters with recliners, offering bar service and fine dining, all delivered to your seat.
- Insight** | Kids love reading cereal boxes while eating breakfast and getting the "prize" inside of Cracker Jacks.
- Imagination** | Fast food kids meals with stories and facts on the bag and a toy inside.

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Organizations that tap into the power of  $1 + 1 = 10$ , know the formula isn't simply a sum of parts, but rather a much greater multiplier that unleashes creativity and innovation capability. These organizations recognize that the world around us is in a constant state of change, providing new insights daily. Adding their imagination to these insights creates the innovation opportunity needed to build competitive advantage.

What new insights will inspire your imagination today?