



Milbank Manufacturing

Founded in 1927, Milbank Manufacturing builds solutions that move power for the residential, commercial, industrial, utility and transportation sectors.

Business situation

Milbank Manufacturing is a pioneer in power, providing electric metering sockets for homes and businesses nationwide. Even through challenging economic times, the company remained stable and met growth expectations. Even still, a significant portion of revenue was driven from a single area of the business leaving it vulnerable to potential turbulence in the industry.

Recognizing the need to grow into new markets and build a culture of creativity, Milbank initiated a process to diversify and transform from a sleepy, mature company to an organization that leads product innovation. Not a small undertaking. This required a shift in the organizational culture, from a “this is how we’ve always done it” perspective to one that fueled creative thinking and product innovation.

Solution

To help them move from their status quo perspective to leading ideation and product development processes, Milbank sought the expertise of Infinium. Initially, Infinium’s founder and President, Sue Mosby, and her team, worked with Milbank’s executive team to better understand their existing culture, their expectations and their current innovation capabilities. As an organization with a low to moderate tolerance for risk, Milbank often played it safe, preferring to follow processes and ideas that were “tried and true.” Working with Infinium meant pushing those boundaries as they discovered the power and process of creative thinking and innovation.

Following their work with the executive team, Infinium designed and facilitated a two-day ideation event that brought together members of Milbank with an eclectic mix of Infinium’s innovation and creativity experts, ranging from strategists to illustrators. The ideation generated over 1,600 ideas, which were filtered, through the use of Infinium tools, to identify the most promising opportunities, and then built into four new business platform possibilities. Participants worked in small groups using Infinium-led processes and tools to continue improving and developing the platforms, which were eventually presented on storyboards.

At the conclusion of the ideation, Infinium provided Milbank with a written and visual document that outlined the results of the ideation. Ideas that did not make it through the filters were also presented for future consideration. This allowed Milbank to share discoveries with others within the organization and served as a tool for launching specific ideas.

Benefits

As a result of working with Infinium, Milbank launched into a new market focused on renewal energy, which grew from zero to a multi-million dollar business line in just three years. Milbank expects the business line to grow exponentially in the next five years. Additionally, Milbank is now a recognized leader of innovation in its industry. No longer a “sleepy little socket company,” Milbank attracts other industry leaders seeking partnerships and opportunities to leverage Milbank’s innovation capabilities. Milbank attributes this success to the organization’s newly found ability to create, innovate and act upon internally generated ideas.

In Their Words

“I am very proud of our team – that includes Infinium. Infinium is a very important part of Milbank heading down the path of creativity and innovation. We have launched new lines of business and several very creative projects. Thanks to Infinium we are on a roll!”