A workshop with a wooden wall and a white pegboard. The pegboard is filled with various tools, including wrenches, screwdrivers, and a level. A large red number '615' is mounted on the board. A taxidermy deer head is mounted on the wall. A person is walking in the foreground, slightly blurred. The text 'redpepper' and 'An Agency Built to Innovate' is overlaid on the image.

redpepper
An Agency Built to Innovate

Born a creative agency. Built to innovate.

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Talk to real human
Samara Anderson, Marketing Director
Samara@redpepperland.com



Enterprise Innovation Clients



Process video can be found here:
<http://redpepper.land/innovation>

Innovation Portfolio



CONSIDER ALL 3

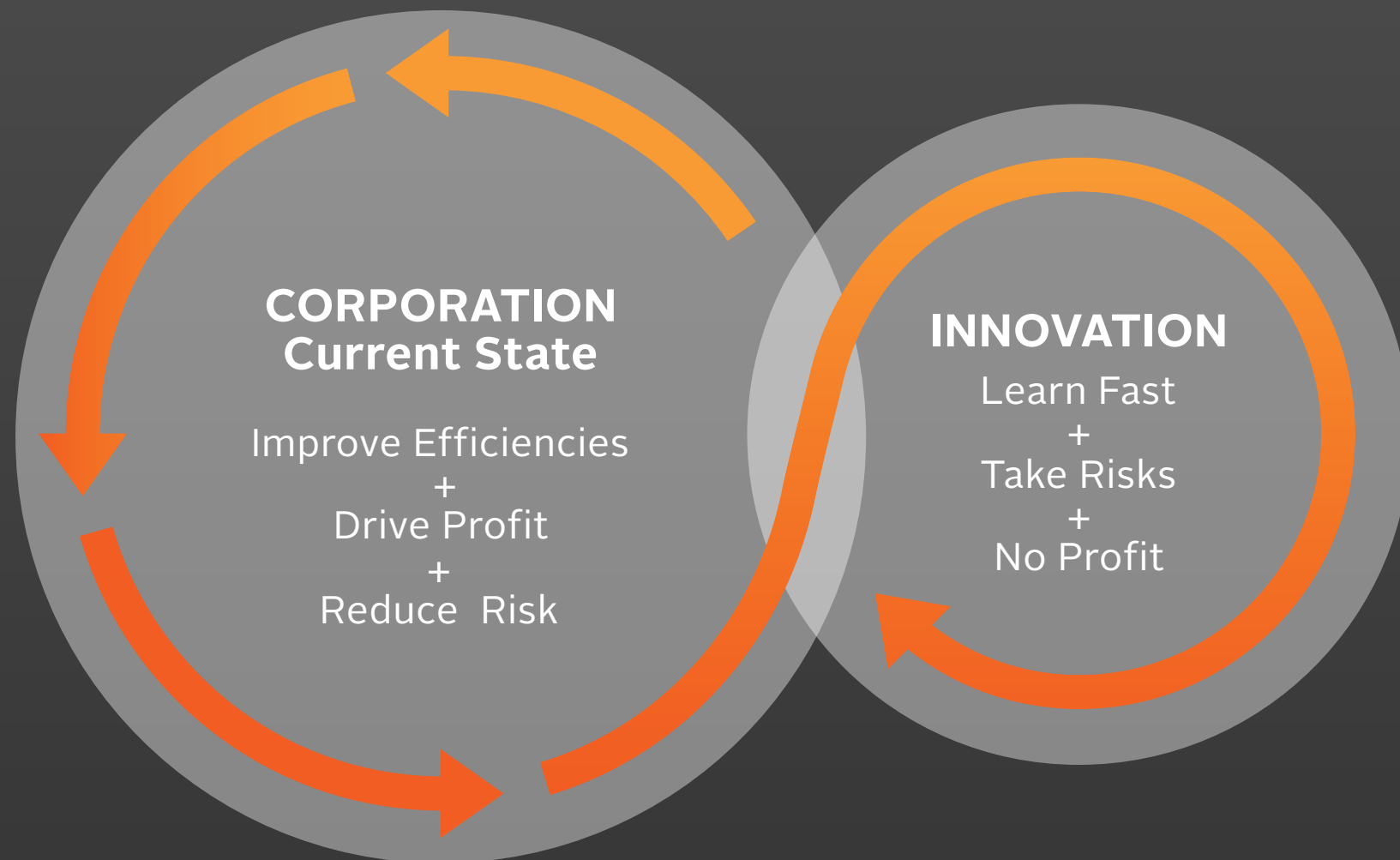
working in concert keep
a company at the front
of the pack.

Rapid Evolution: An intentional evolution program within the organization.

Acquisition: The purchase of outside innovation IP or disruptors.

Invention: Leverage all available assets and expertise to invent something new.

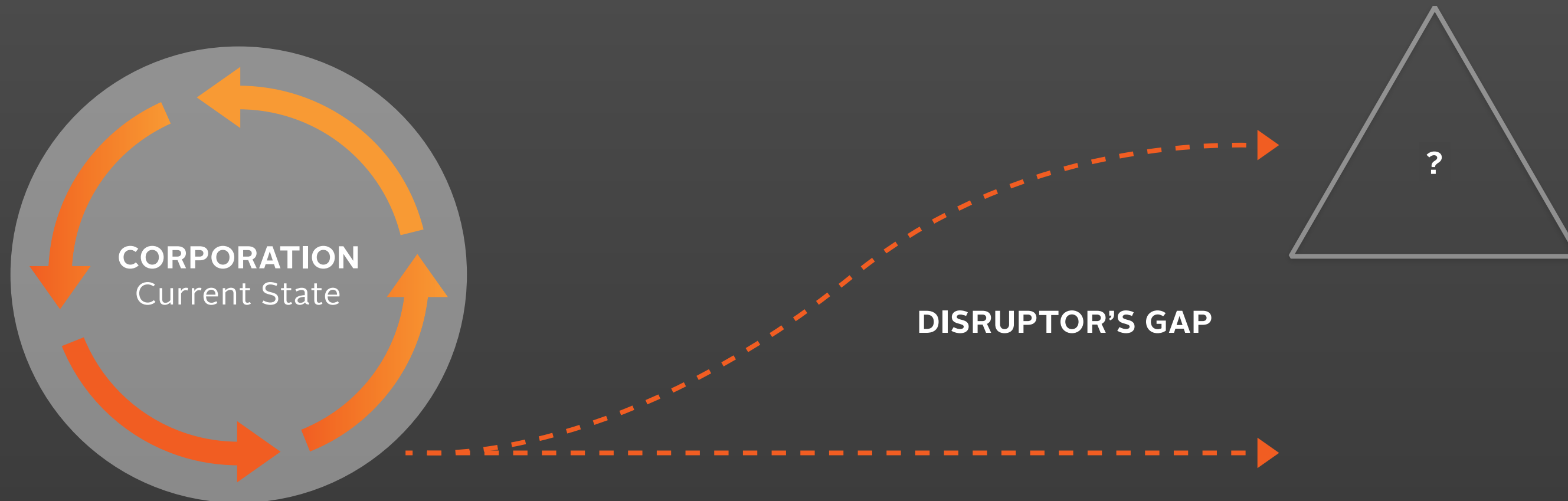
Eco-System Innovation Model



WHY IT WORKS

- 1 Connects innovation challenges to business objectives on the corporate road map.
- 2 Combines internal insight with external expertise.
- 3 Protects the autonomy necessary for true innovation to be facilitated.
- 4 Supports initiatives to be operationalized as they exit the lab.

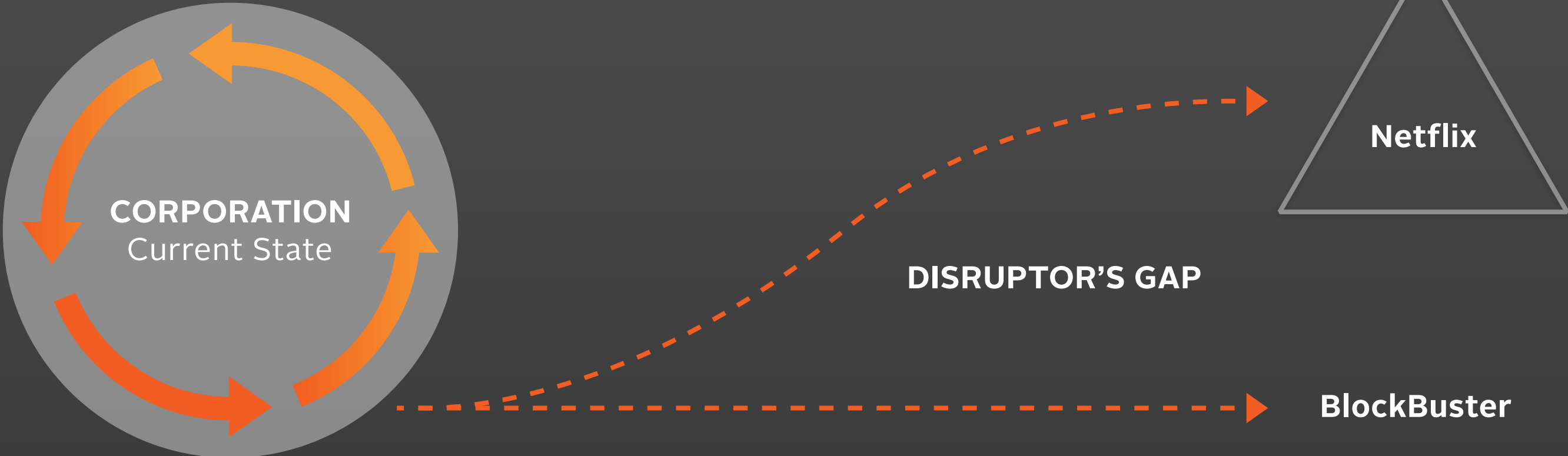
Innovation Bias (Blindness)



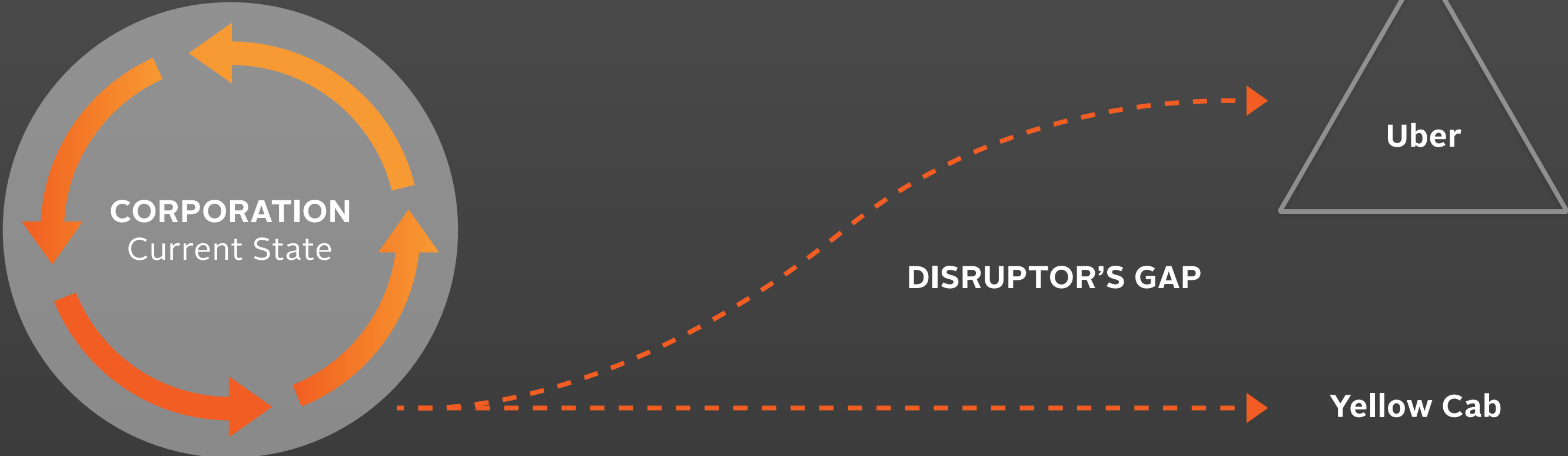
- 1 The company struggles to keep pace with the change in technology and consumer behavior
- 2 Often dismissive or even blind to the gap forming

- 3 Outside disruptors don't see the constraints, they only see an opportunity.

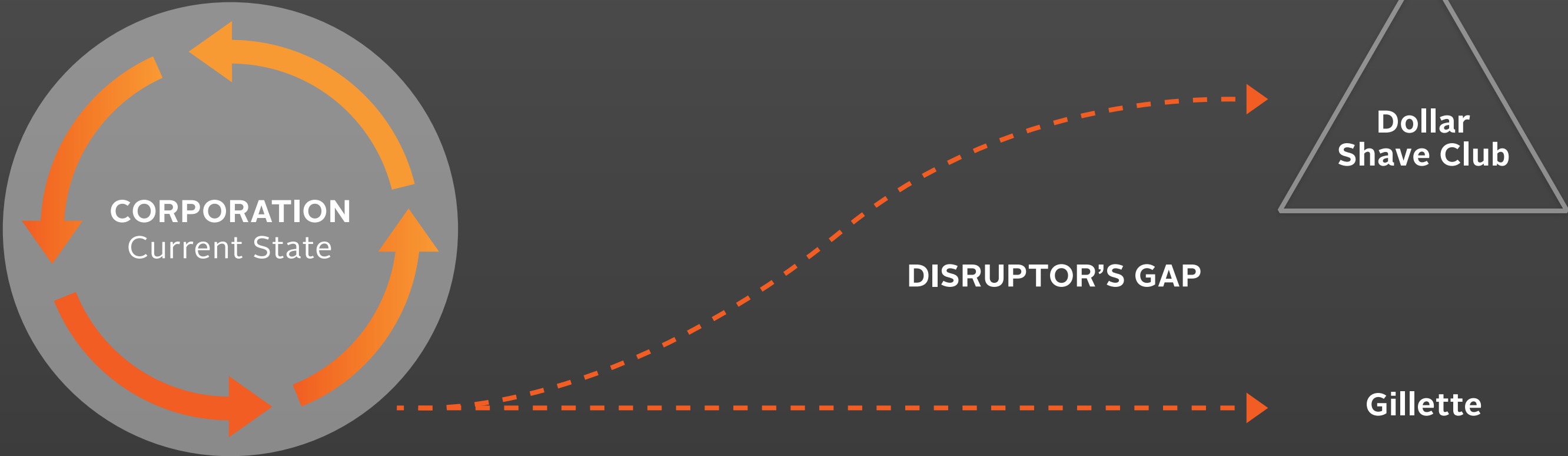
Innovation Bias (Blindness)



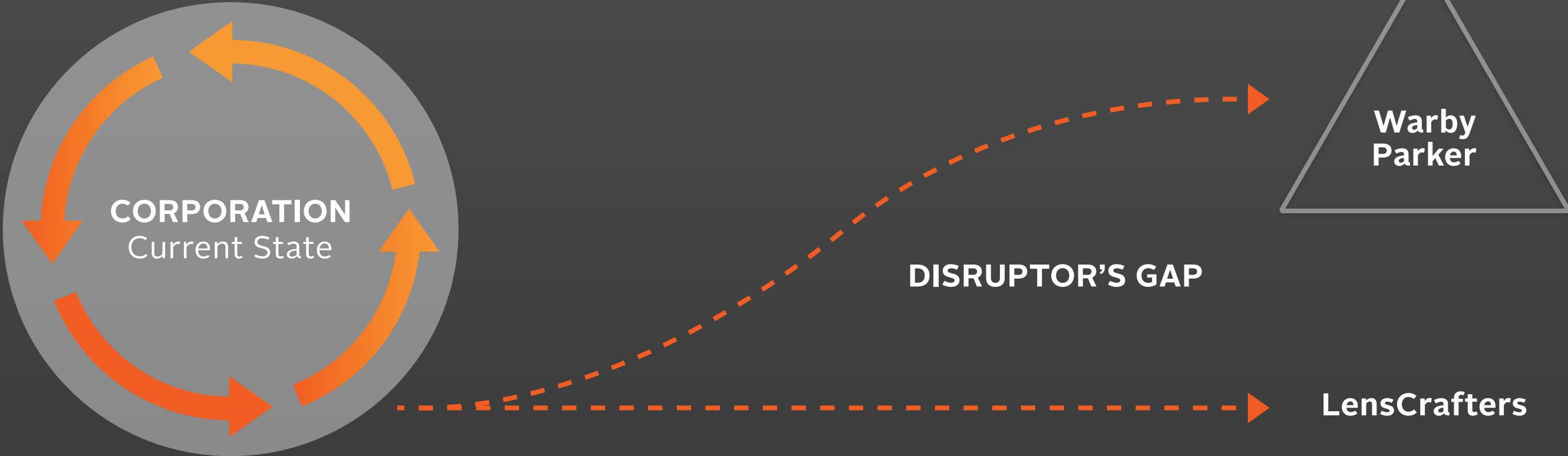
Innovation Bias (Blindness)



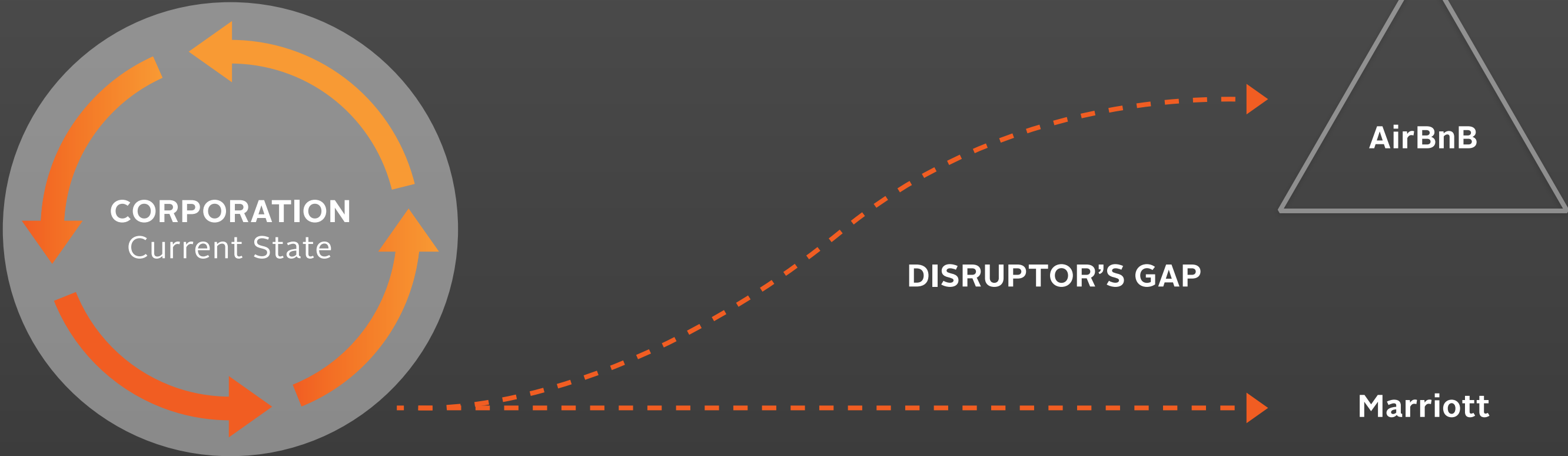
Innovation Bias (Blindness)



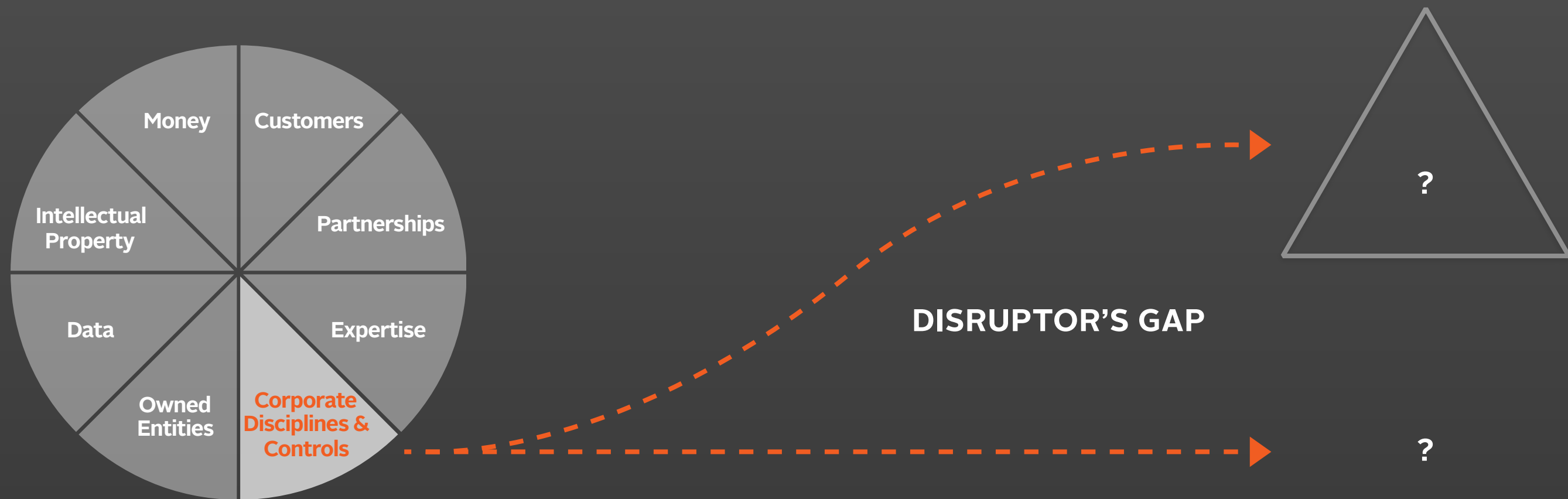
Innovation Bias (Blindness)



Innovation Bias (Blindness)



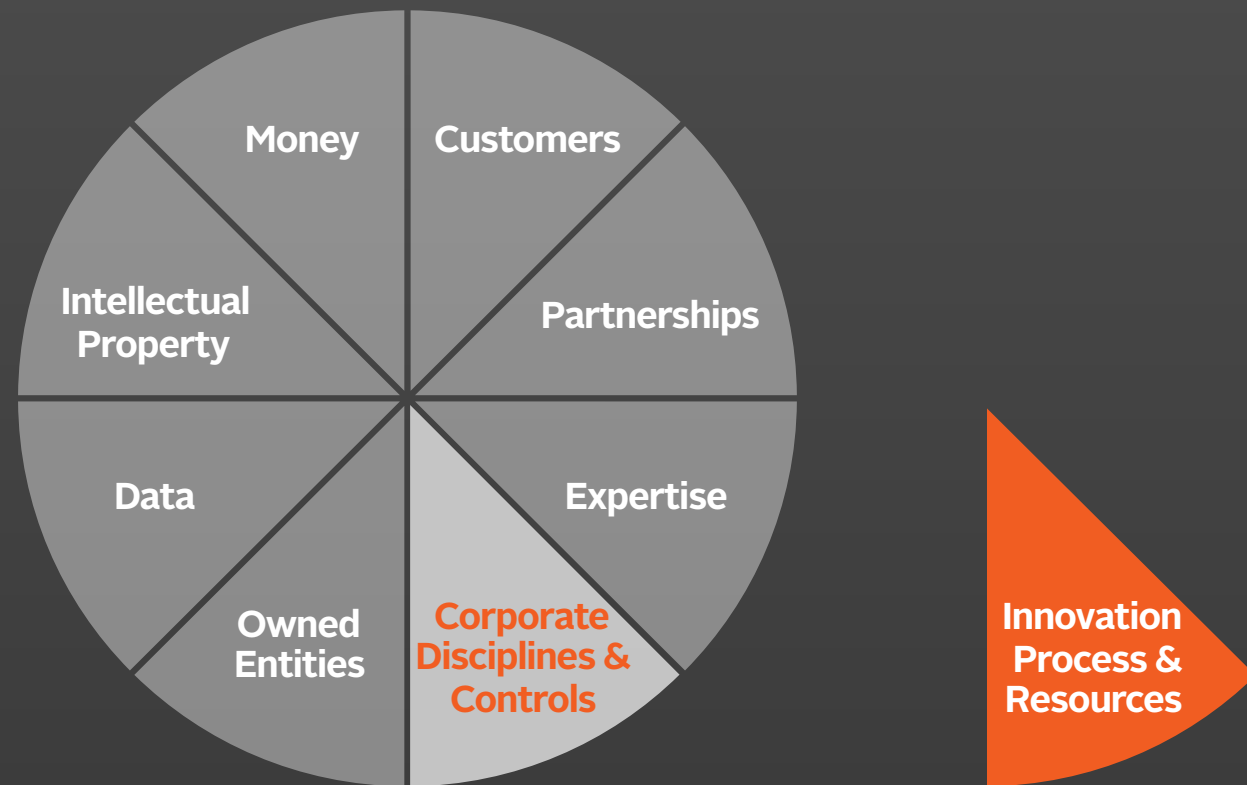
Building what's next with what you already have



1 Start - ups don't have these kinds of resources. (They have to hunt all this down)

2 But they also don't have your controls

Building what's next with what you already have

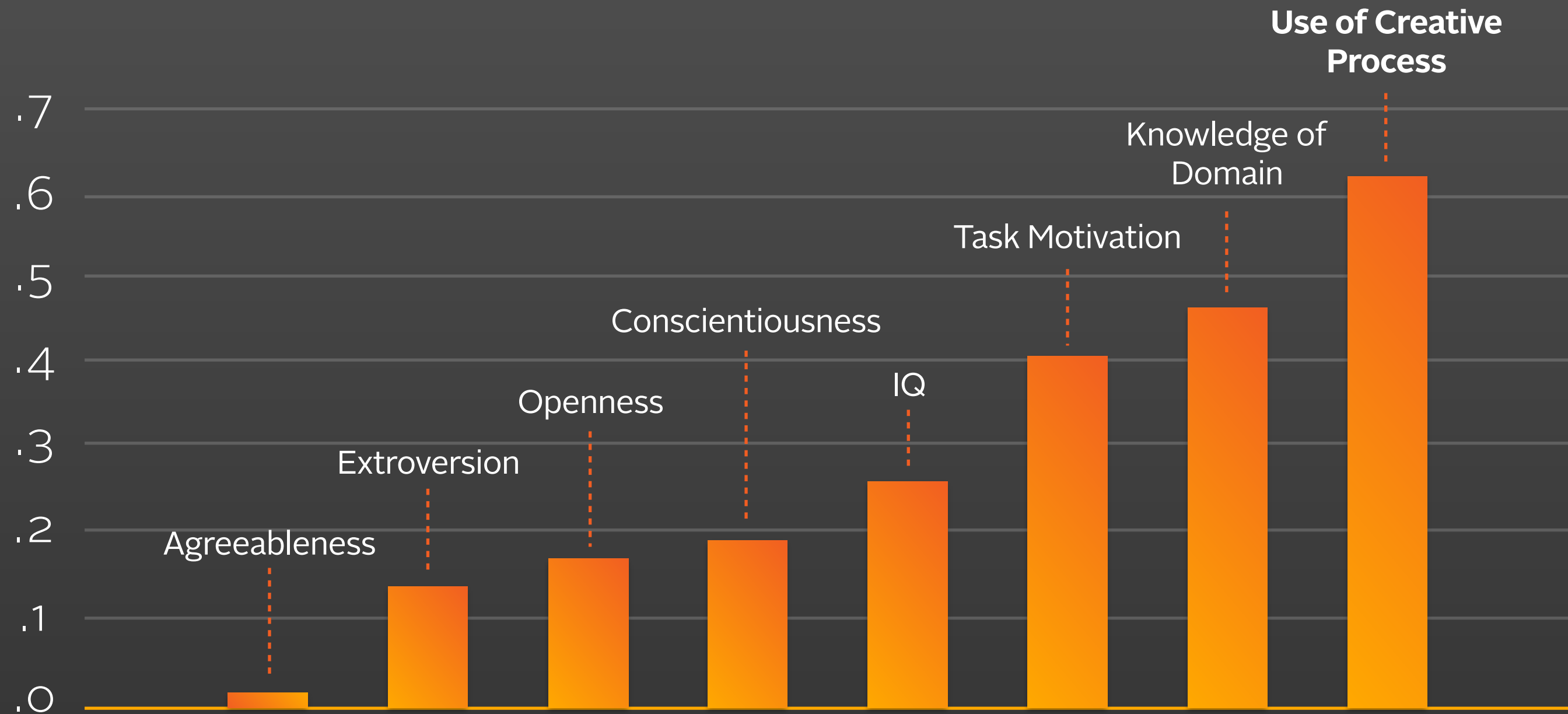


- 1 Same company assets with a different set of rules will produce a different result
- 2 Processes specifically designed to harvest innovation out of your company

Building what's next with what you already have



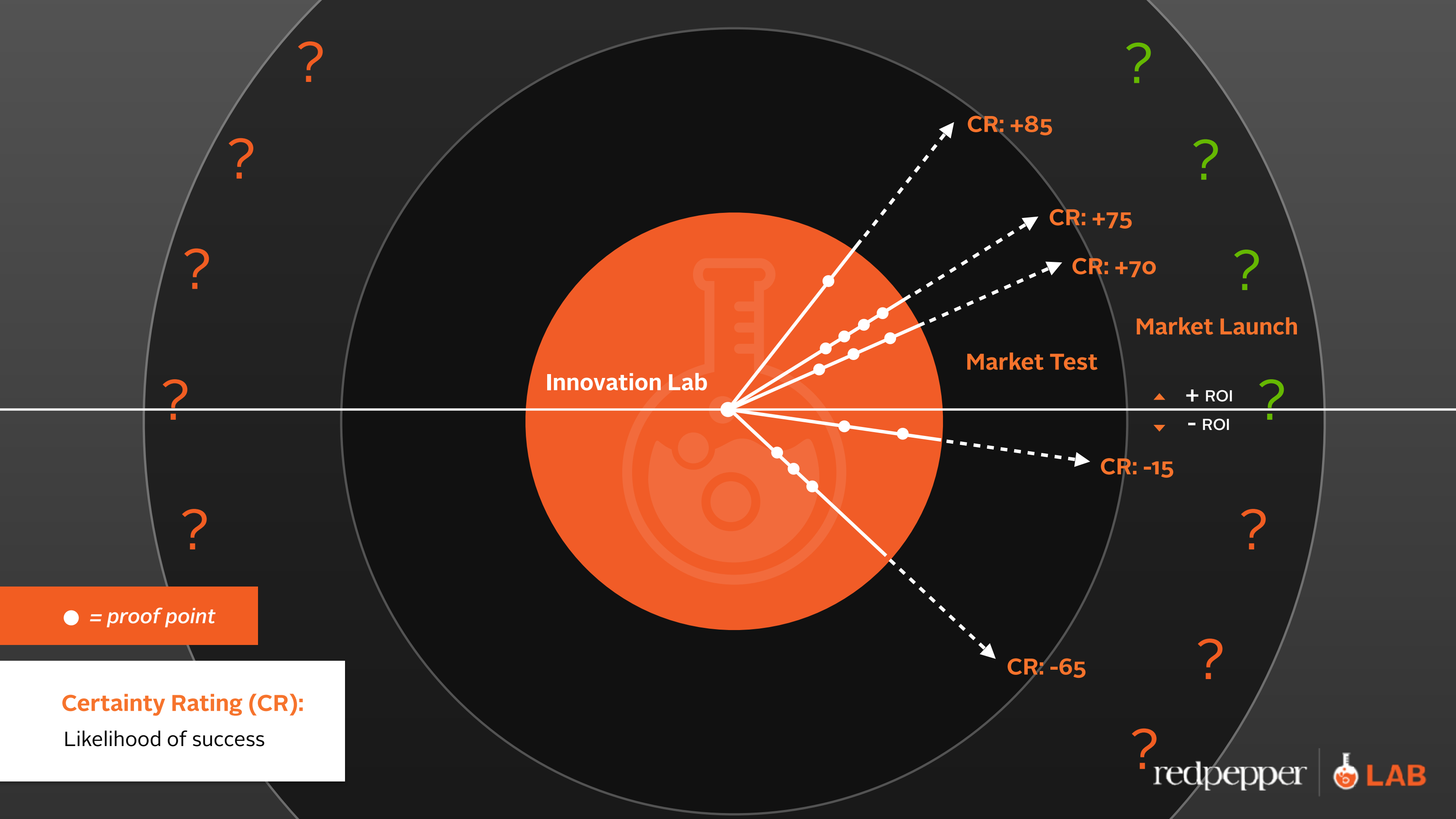
Study: Correlation of Traits to Creative Output





EMPLOYEE ENGAGEMENT

- ① Expertise of the company is harvested
- ② Creative problem solving skills are learned
- ③ Old paradigms begin breaking down
- ④ Renewed energy and passion are created
- ⑤ The current state work gets better
- ⑥ Future state is no longer scary and resisted



Critical Innovation Components

To what degree do you have access and control over these critical innovation components?

SCORE
1-5

NOTES

1	C - level commitment with clear gates	<input type="text"/>	<input type="text"/>
2	Funding pre-approved and flexible	<input type="text"/>	<input type="text"/>
3	Company assets such as data, customers, partners & owned entities	<input type="text"/>	<input type="text"/>
4	Internal experts	<input type="text"/>	<input type="text"/>
5	External experts	<input type="text"/>	<input type="text"/>
6	A refined process designed specifically for innovation	<input type="text"/>	<input type="text"/>

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