



The Mechanics of Innovation

Overview

The adidas Innovation Team (ait) is the advanced research, design and development arm of adidas, responsible for the future product concepts across the adidas product spectrum. Always looking for ways to improve, ait leadership wanted to examine their proven innovation process from top to bottom. This involved analyzing, documenting and redefining the mechanics of current adidas' innovation processes.

Challenge

Coraggio was tasked to evaluate what was happening in each step of the innovation process relative to processes of the last ten years. The team was interested in developing a document outlining the mechanics of innovation, as a sequel to their internal document outlining the principles of innovation. The proposed audit needed to answer a few key questions, including but not limited to:

- How have our innovation processes evolved?
- How do the various product and functional teams within ait use the current process? Are they different?
- How do our team's best practices compare to one another?

Solution

Using a combination of facilitated retreats, interviews and work sessions with the leadership team and staff, Coraggio Group developed a composite process map from insight to product completion, and delivered a document codifying the most current processes and requirements needed to create the game changing products of the future. By analyzing what was similar, what had changed and what needed to be modified, ait was able to improve their innovation processes and document the team's best practices for future evaluation,

teaching new team members, and communicating across adidas.

"My team has worked with Coraggio for over ten years with great results. Coraggio has been instrumental in helping us with organizational strategy, process improvement, and team dynamics. He has led us through change management and helped make us a stronger team. We are looking forward to a solid working relationship for the years ahead."

- Steve Vincent
SVP Global Head of Innovation



About Coraggio Group

Coraggio Group is a Portland-based strategy and organizational change consultancy. Our clients choose us to help them get clear, get focused and get moving on their most important strategic and operational challenges. For more information about Coraggio Group, please visit coraggiogroup.com or call us at 503-493-1452.