IXL CENTER

CENTER FOR INNOVATION, EXCELLENCE & LEADERSHIP

IXL CENTER

10X

GROWTH PROGRAM

A world class program that drives sustainable business growth through innovation results, while building leading edge capabilities

www.ixl-center.com

DRIVES 10X
SUSTAINABLE
BUSINESS GROWTH
HIGH
PERFORMANCE
INNOVATION

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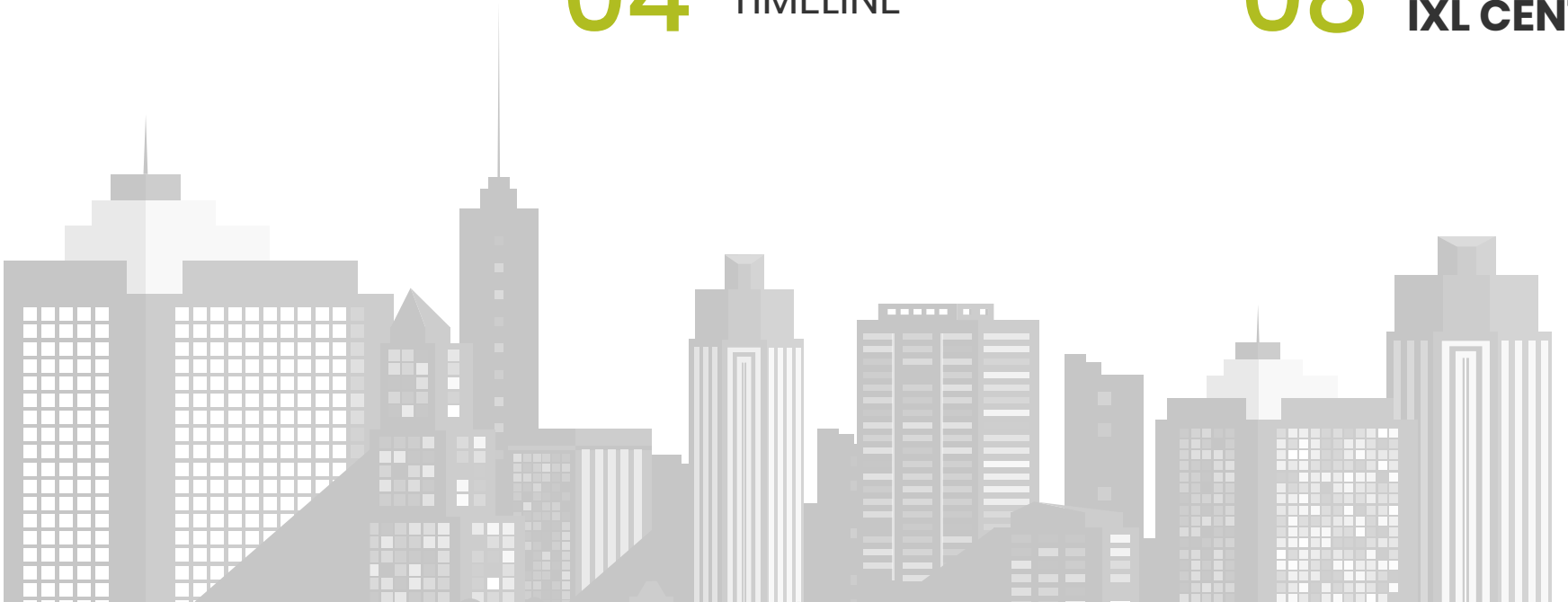
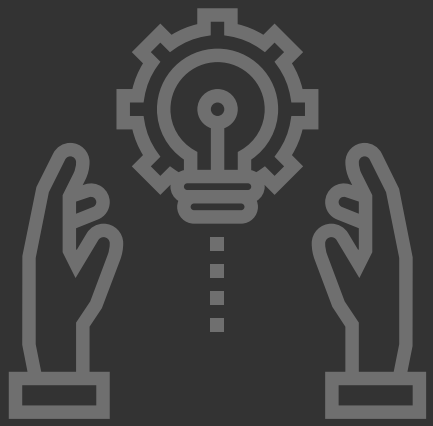


01

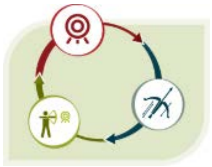
INTRODUCTION TO THE PROGRAM

IXL Center Inc., a world leading Innovation Consulting firm based in Cambridge, USA is helping Governments & Organizations to generate breakthrough innovation results. Through the **IXLerator 10x growth program**, companies work on generating breakthrough ideas and driving them to commercialization, while building internal innovation capability.

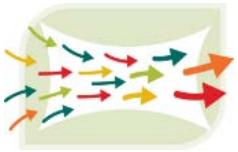


The Program has been running successfully in over 5 countries with over 500 organizations helping them to not only generates results but also build innovation capability to create sustainable business growth

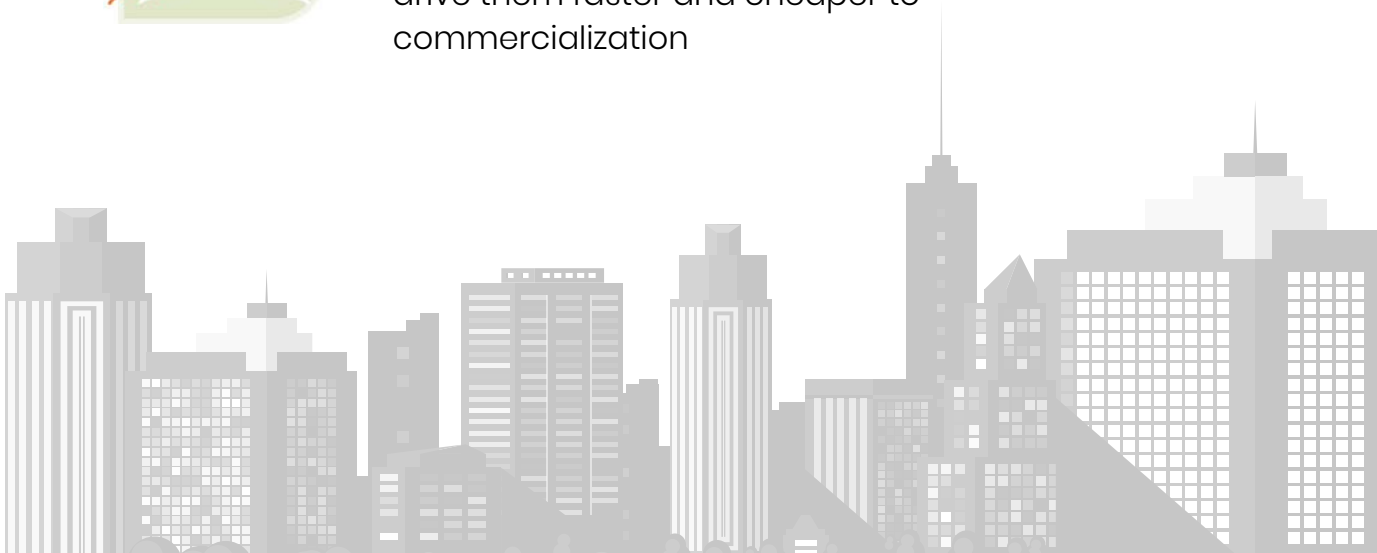
JUMP START INNOVATION
Build organizational excitement, clarity and alignment to start the innovation journey



BUILD INNOVATION CAPABILITY
Develop strong organizational and performance capabilities around Innovation Strategy, Capacity and Discipline



DRIVE BREAKTHROUGH RESULTS
Develop bigger, better and bolder concepts and drive them faster and cheaper to commercialization



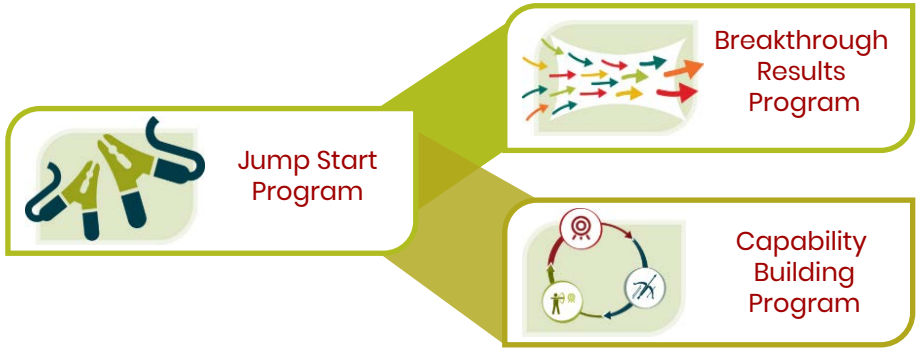
02

PROGRAM OVERVIEW

WHAT IS
THE 10X GROWTH
PROGRAM?

The 10x Growth Program is a 4-6 month program that help companies to,

- Develop a portfolio of growth Platforms with 10x growth trajectories
- Create a more energized and high potential business ecosystem
- Accelerate creation of new value and revenues by building innovation capability



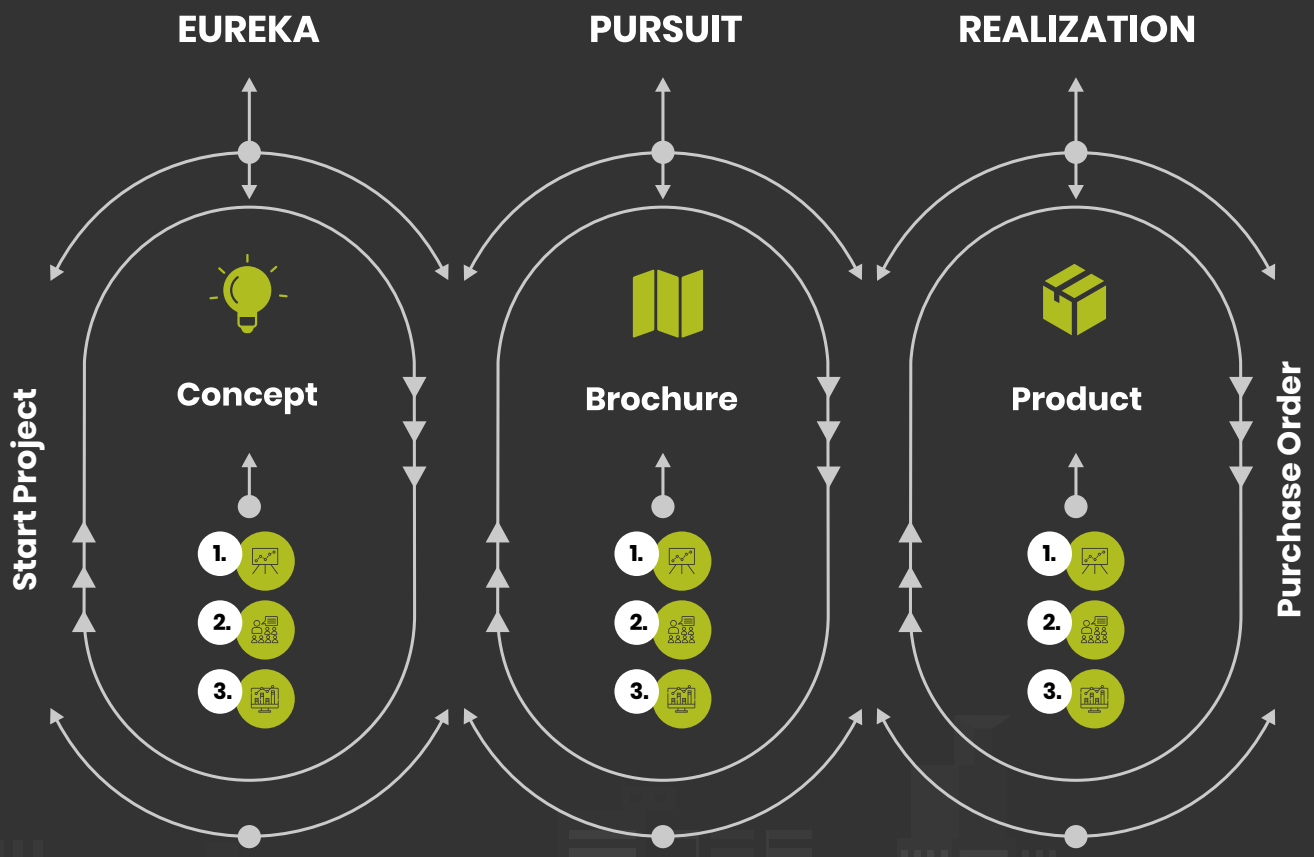
WHAT IS SO UNIQUE?

The 10x SME program focuses on working on big ideas, and exploring and iterating to get a customer purchase order over a 4-6 month period

03 PROGRAM APPROACH

A PROVEN SYSTEM TO ACCELERATE GROWTH

- Builds new businesses over a four month period through workshops, webinars and weekly coaching
- Emphasizes lean experiments, low cost/fast experiments and rapid iteration to develop artefacts before investing
- Develops a vibrant ecosystems of companies and people that exchange ideas, skills and competences to accelerate innovation



1. Workshops
2. Weekly Coaching Sessions
3. Webinars

04 TIMELINE FOR THE PROGRAM

Program timeline: a 4-6 month immersive, engaging action packed program*

01 Month

Get companies ready for the program

1-hour webinar with company CEOs

Official Kick-off Event

02 Month

Workshop 01

Webinar 01

Working Groups 01

03 Month

Workshop 02

Webinar 02

Working Groups 02

04 Month

Workshop 03

Webinar 03

Working Groups 03

05 Month

Closing Ceremony & Awards

Planning Execution Closing

05

TECHNOLOGY, TOOLS & SUPPORT:

User friendly **software tools, platforms & frameworks** that provide support for program execution

LEADERSHIP & SUPPORT

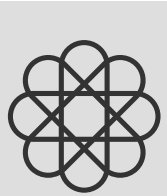
IXL Center will provide leadership and a support structure to run the program in terms of steering committee with CEOs, Mentors, expert network

ENGAGEMENT PLATFORM/SOFTWARE

The process and tools will be made available online through our collaboration software that allows teams to engage better, drive results faster and documents learnings along the way

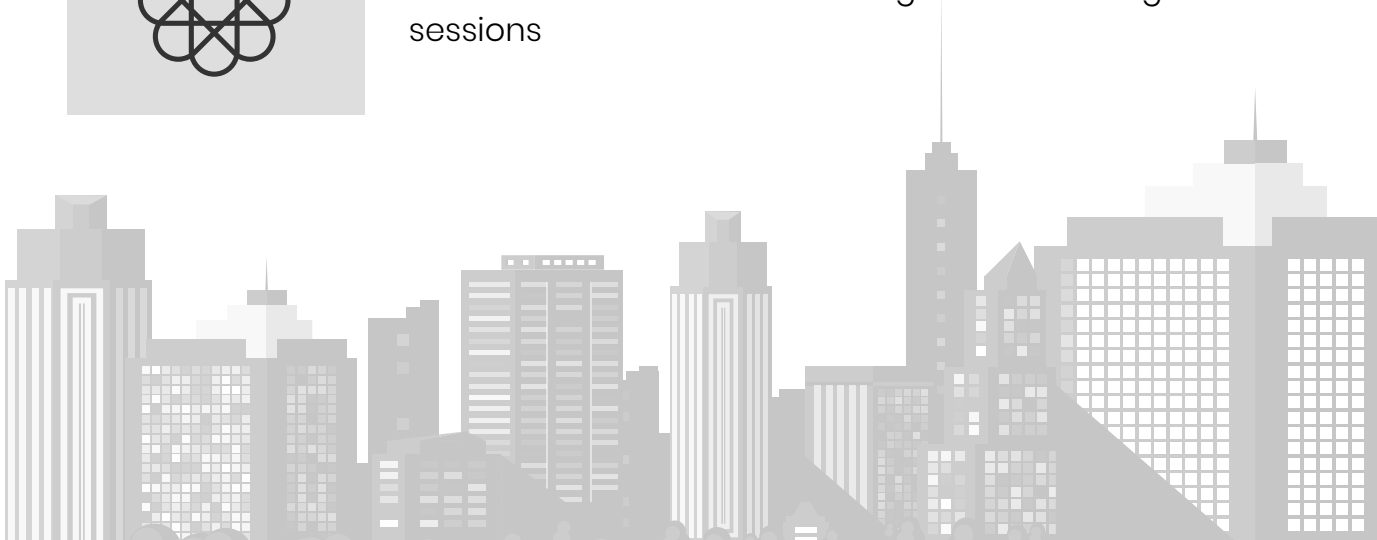
LEARNING MANAGEMENT SYSTEM

Learning management system with world class innovation curriculum, webinars and seminars to drive concepts to commercialization



PROVEN & ROBUST FRAMEWORKS

Proprietary breakthrough methodologies and pressure tested frameworks for coaching and mentoring sessions



06

PROGRAM DELIVERABLES

WHAT ARE PROGRAM KEY DELIVERABLES?

GROWTH STRATEGY & PORTFOLIO OF OPTIONS

Each company would have mapped their innovation strategy and identified a portfolio of growth platforms & concepts

1

DRIVEN INNOVATION RESULTS

Each business team will have created and iterated through artifacts to get to a purchase order for one selected concept

2

INNOVATION KNOWLEDGE & CAPABILITY

The CEO and his team will have the knowledge and methodology of the innovation management systems, process and tools

3

GIM INSTITUTE CERTIFICATION

Each team participant will be certified by Global Innovation Management Institute as Level 1 and Level 2 Innovation Masters

4

07-A

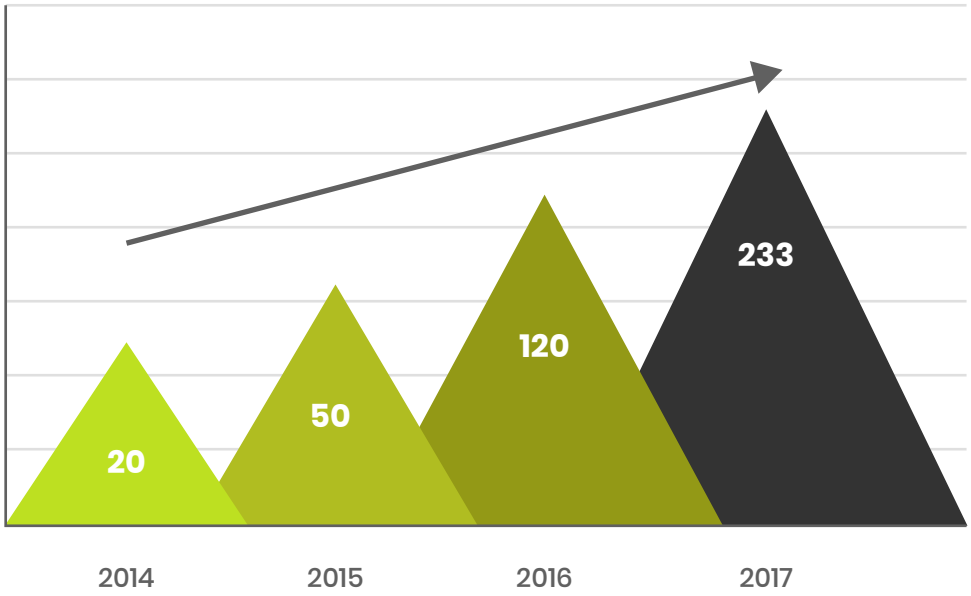
CASE STUDY:

Over the last 5 years, we have worked with over 600 companies in the world to help them grow by 10x

760 Alliances	1137 Participants	135 M USD
Innovation Ecosystem	People Certified	Purchase Orders

Results of 10x Growth Program

No of Companies Accelerated (CAGR 126%)



600
Companies

05
Years

07-B

CASE STUDY:

Over a 4-6 month period, we worked with 11 teams from 7 business units at **Ayala group of companies in Philippines** to drive ideas to commercialization

65	05	03	05
GIMI Level 1 & 2 Certified Participants	Team Expecting Purchase Orders	Team Recevied a Letter of Intent	Team Recevied approval from managment

Results of 10x Growth Program in Ayala Group (Philippines)

PROCESS

08

ABOUT US
IXL CENTER INC.

The Center for Innovation, Excellence and Leadership (IXL Center) is the global leader in building innovation capability for those institutions desiring breakthrough growth.

IXL Center's unique heritage in innovation consulting and corporate education has helped it form a perspective and approach that is cutting-edge and practical.

IXL Center is a founding member of the Global Innovation Management Institute, an organization that is driving standards and certification for innovation management.

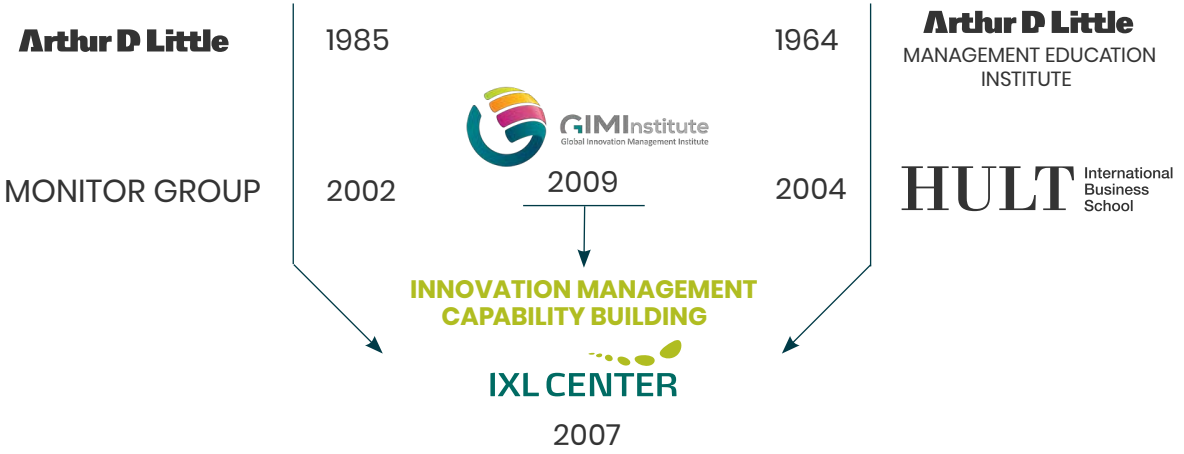
IXL Center is a thought leader having published many books on innovation. Senior partners speak globally on matters of innovation. IXL Center has locations all over the world with headquarters in Cambridge, Massachusetts.

IXL CENTER
THOUGHT- LEADERSHIP IN INNOVATION

IXL Center has a unique heritage in innovation consulting and management education, and we continue to develop leading-edge capabilities that are powerful and practical

MANAGEMENT CONSULTING
Innovation Practice Leaders at
Arthur D. Little and Monitor Group

MANAGEMENT EDUCATION
Innovation Department Heads of
Graduate Business Schools



BOOKS & SPEECHES ON INNOVATION

We set standards for identifying critical components for successful innovation management and we continue to identify drivers, barriers and enablers of innovation

THE INNOVATION PREMIUM
by Ronald Jonash
Tom Sommerlatte

THE STATE OF INNOVATION IN SINGAPORE
by Eduardo Chakarian
Hitendra Patel

GREENOVATE!
by Tyler McNally
Ronald Jonash
Hitendra Patel

CONNECTIVATE!
by Hitendra Patel
Ronald Jonash
Steve Wyatt
Victor Fernandes

HEALTHOVATE!
by Hitendra Patel
Ronald Jonash
Pamela McNamara

ROBOVATE!
by Hitendra Patel
Rizzo Hahn

OUR CLIENTS

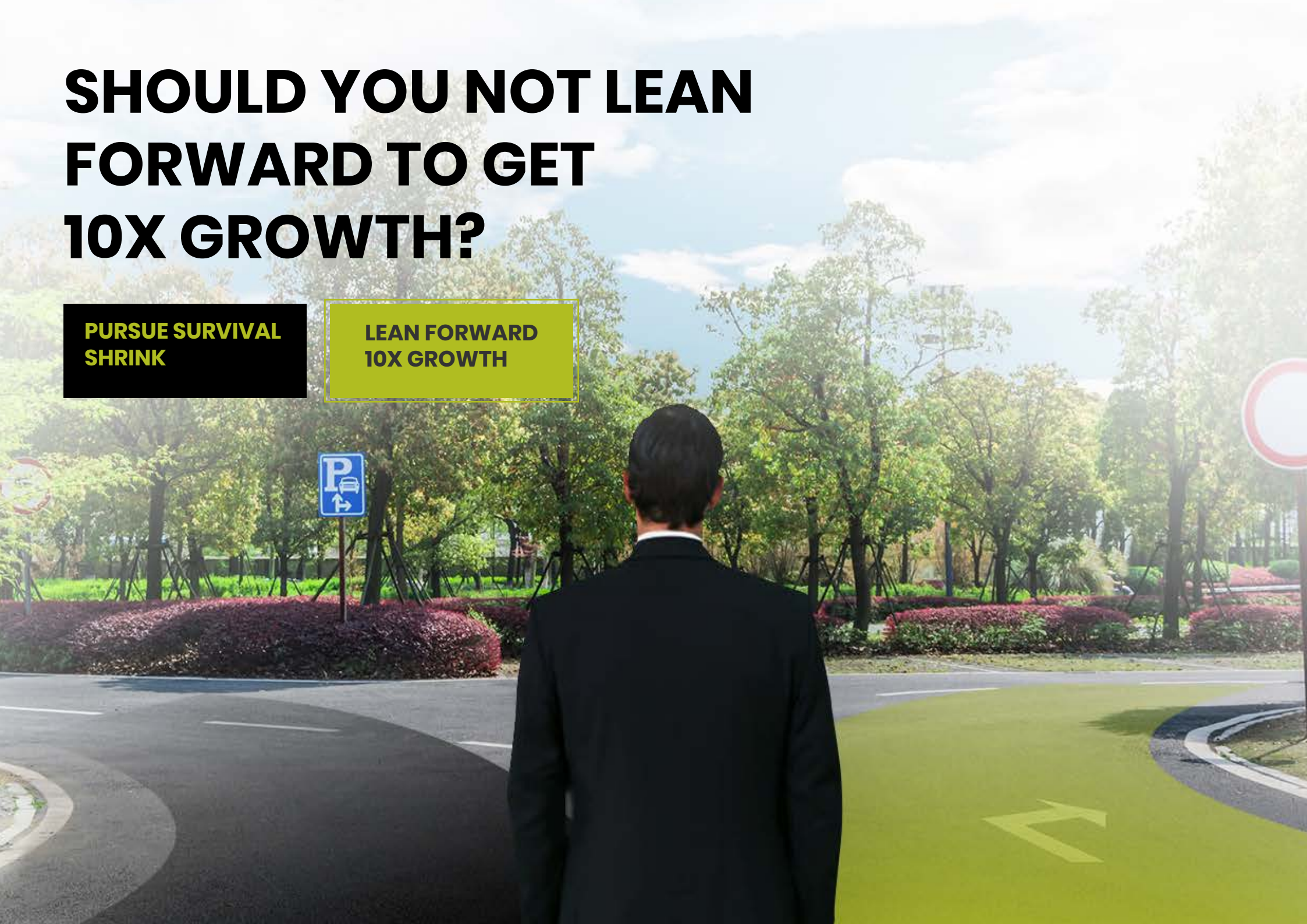
We have worked with more than 100 biggest companies in the world that vary in corporate size, scope and reach

3M, AIRBUS, AirPlus International, AkzoNobel, Al Ghurair, Al Rostamani Group, Alcatel-Lucent, Alibaba.com, Allied Minds, alticast, American Cancer Society, Applied Materials, aramex, axiom telecom, BAE SYSTEMS, Bayer, Boehringer Ingelheim, BOSE, Boston Scientific, BOMBARDIER, Braskem, Capgemini, CIG, Cigna, cisco, CLOROX, corporación multi inversiones, Disney, DME Dubai Mercantile Exchange, DUBAI HEALTHCARE CITY, Dubai World, DURACELL, EASTMAN, EMC², Emirates NBD, etisalat, EZW, ITALIA, FINCANTIERI, FRESH, FT.com, goahead tours, Habitat for Humanity, Haier, HANDL Tyrol, Harrods, HARSCO, HAVAS, HEIDELBERG, HBC, IBM, IGT, IHS CERA, imaginatik, Ingredion, intel, IRON MOUNTAIN, JBS, Johnson & Johnson, Johnson Controls, Kimberly-Clark, LEVI'S, Liberty Mutual INSURANCE, LUMENS, mila, NASA, natura, nielsen, Nestlé, one laptop per child, OSRAM SYLVANIA, P&G, Panasonic, PayPal, PEARSON, Pernod Ricard, Pfizer, PHILIPS, 中国平安 PINGAN, SAMSUNG, SANOFI, SEA MEDICAL SYSTEMS, SEPHORA, SHERWIN WILLIAMS, SIEMENS, SIMS RECYCLING SOLUTIONS, spirax sarco, SoundHound, STANTON CHASE INTERNATIONAL, Sutter Health, syngenta, TECOM INVESTMENTS, TIMEX, THE B TEAM, UNIBET, Unilever, verizon, Virgin America, WeightWatchers, xerox

SHOULD YOU NOT LEAN FORWARD TO GET 10X GROWTH?

PURSUE SURVIVAL SHRINK

LEAN FORWARD 10X GROWTH



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EXPERIENCE

YOU CAN TRUST

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CENTER FOR INNOVATION, EXCELLENCE & LEADERSHIP

Our location:
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Other global locations:
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