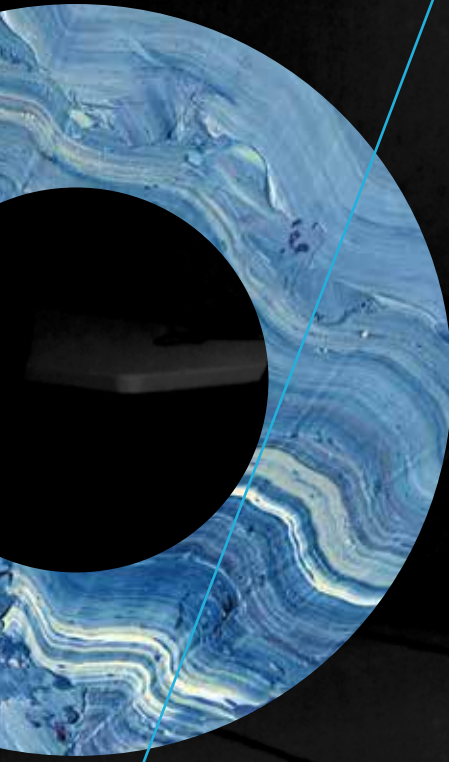# INNOVATION SERVICES

HELPING DRIVE INNOVATION AT THE CANADA POST GROUP OF COMPANIES

Exploring new ideas: that's what the Innovapost Innovation Services Team is all about.

Responding to the changing needs of Canadian consumers and businesses is an ongoing mission at the Canada Post Group of Companies. But, innovation can be difficult and risky. New and untested ideas carry a degree of uncertainty, and no one wants to invest precious resources on something that fails to grow revenue, lower costs, or improve customer service.

UNCOVERING & VALIDATING NEW IDEAS

In late 2014, Innovapost assembled an Innovation Services Team to help the Group of Companies identify and validate the new ideas that will drive its future.

"Innovation is a process," explains Drew McCutcheon, Director of Innovation Services and Business Relationship Management at Innovapost. "It starts with finding problems worth solving – or opportunities worth exploring – and framing them accurately."

Composed of employees with diverse

business, design, and communications backgrounds, the Innovation Services Team works to demystify the innovation process and spur the thinking that leads to new and unique solutions.

"Different models exist to categorize innovation," notes McCutcheon. "But fundamentally, as an innovative idea moves towards being disruptive, the level of uncertainty around its value increases. One of our main jobs is to reduce that uncertainty by helping teams determine whether an idea is worth pursuing or explore how it needs to change before it is worth pursuing. This, in turn, ensures that only the best solutions make it to the marketplace. "

FOCUSING ON TECHNOLOGY

Leveraging internal expertise and the industry knowledge of external cross-functional partners, the team concentrates its efforts on new projects within the Canada Post Group of Companies that

have a strong technology component.

"We're fortunate because we have the opportunity to work with some very brilliant people within the Canada Post Group of Companies, and we get to help them prove out their new ideas," says McCutcheon. "Working closely with directors and general managers, we set up tests for their concepts that draw meaningful conclusions and allow for confident next steps."

Prototyping and testing are critical components of the team's process. "Ideas need to be tested because what end users say – and what they do – are two different things," McCutcheon remarks. "And if the need or desire for an idea is uncertain, there will always be 'leap of faith' assumptions being made about how the intended audience will react."

To validate ideas, the Innovation Services Team helps teams develop a working prototype that tests assumptions, measures true user behaviour, and answers whether

"Innovation is a process. It starts with finding problems worth solving - or opportunities worth exploring - and framing them accurately."

Drew McCutcheon, Director of Innovation Services and Business Relationship Management at Innovapost.

someone will complete a desired action such as registering for a service or performing a task.

"Ultimately, our work helps identify whether an idea – be it a new product innovation, or a new process – is on the right track," says McCutcheon. "We only want the ideas that will drive value to make it to full-scale production. Those that won't create value need to be killed early and with a minimum of cost and time."

SELLING THE IDEA

By their very nature, new and innovative projects can be difficult to describe and visualize. To address this, the Innovation Services Team makes itself available to groups looking to communicate the opportunity or problem at hand to stakeholders.

"We help teams within the Canada Post Group of Companies garner support for their concepts and compel action through creative communications," explains McCutcheon. "Using videos, infographics, and imagery, we've helped teams paint a picture of their issue or solution and get buy-in from decision makers."

The team also leverages its user experience and design skills to create visualizations of an end-solution when teams are struggling to explain exactly what they want. "The time spent clarifying requirements through visualization is a fraction of the time that will be spent correcting user interaction once the solution has been built," McCutcheon says. "Illustrating the look and feel of a solution brings clarity and eliminates surprises."

DRIVING INNOVATION

The Innovation Services Team prides itself on its ability to add value to projects within the Group of Companies that have an IT component and a degree of uncertainty. "If the value of the solution isn't obvious, we can help," says McCutcheon.

"Through our methodology and real-world testing, we move teams away from opinions and assumptions and deliver factual advice that leads to successful, innovative solutions that drive benefit to the Group of Companies and, in turn, to Canadians across the country."

Creative Communications

Prototyping & Fieldtesting

Requirements Visualization

Innovation Consulting

Contact us at info@innovapost.com

Head Office
365 March Road
Ottawa, Ontario K2K 3N5
T 613-270-6262
F 613-270-6525

Innovapost™

DN10034